MOTORAGE

Vol. XLIX Number 10 PUBLISHED WEEKLY AT 5 SOUTH WABASH AVENUE CHICAGO, MARCH 11, 1926

Thirty-five Cents a Copy Three Dollars a Year



Another Dealer and Owner Advantage in

HUDSON-ESSEX

This is a "Six" year. Hudson-Essex are the most wanted and largest selling "Sixes" in the world. Now they take a new and greater advantage over competition in A. Y. D. (At Your Door) prices quoted by dealers on equipped cars.

This line has proved for years the most satisfactory and profitable for the dealer to sell, as well as the "World's Greatest value" to buyers.

In this fast increasing "Six" market Hudson-Essex dealers are finding greater profits than ever. Hudson-Essex Dealers Ouote Prices

A.Y.D.

"AT-YOUR-DOOR"

with freight and tax paid and the following equipment:

Bumpers Front and Rear
Electric Windshield Cleaner
Rear View Mirror
Transmission Lock (Built in)
Radiator Shutters Moto-Meter
Combination Stop
and Tail Light

HUDSON MOTOR CAR COMPANY, DETROIT, MICH.

Bonney Nº1 Sample Kit

\$250

Attractive Discounts to Dealers

Three Bonney *CV Chrome Vanadium double end Engineer's Wrenches for the six most popular SAE bolts $({}^{3}/{}_{16}{}^{11}, {}^{1}/{}_{4}{}^{11}, {}^{5}/{}_{16}{}^{11}, {}^{3}/{}_{8}{}^{11}, {}^{1}/{}_{2}{}^{11}, {}^{9}/{}_{16}{}^{11})$ in a leatherette kit. The price, \$2.50, is less than the regular price of the three wrenches if purchased individually, no charge being made for the leatherette kit.

This sample kit is offered at this price because we know that after a mechanic has used a few Bonney Chrome Vanadium Wrenches nothing else will satisfy him.



You can secure from your jobber. Write for detailed information.

Bonney Forge & Tool Works Allentown, Pa.

Makers of Special Service Wrenches of Chrome Vanadium, Carbon Steel Drop Forged Wrenches, Stillson Wrenches, Vises and Drop Forgings and the Bonney Rim Tool.

BONNEY Chrome-CV Vanadium WRENCHES

(Patents Pending)

A PROFITABLE RESALE ITEM

This kit is ideal for the automobile owner, containing genuine Bonney *CV Chrome Vanadium Wrenches of the sizes most used, in an attractive tool roll, at a price that anyone can afford to pay.

*CV is a Bonney trademark registered in the U.S. Patent Office.

Chrome Vanadium registered August 11, 1925.



Franchise means no~ Service Worries

Service problems are made easy for Buick owners and dealers by the simplicity, accessibility and arrangement of Buick design.

The Buick test fleet of fifteen and sometimes twenty cars keeps going twenty-four hours a day to see how present design and proposed improvements stand the gaff. Buick durability with minimum service care is the result!

Those who desire the Buick Franchise should have their names on file.

the Better BUICK

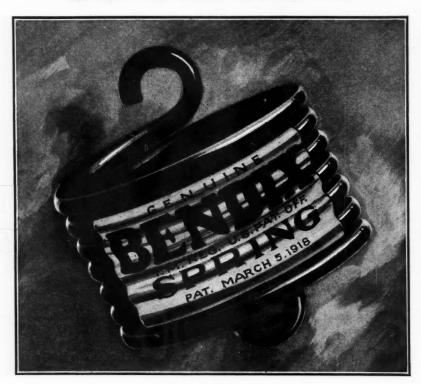
BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars Branches in all Principal Cities—Dealers Everywhere

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

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Rely on This Label

To Assure your customers of genuine satisfaction in the replacements you make, use only genuine Eclipse Bendix Springs. You can identify them by the red and yellow label with the trade-mark "Bendix."

Valuable Service Bulletins

To give every repairman authentic and understandable information on the proper servicing of the Eclipse Bendix Drive, bulletins dealing with its various phases are issued regularly. We will be glad to send them to you, free.

Just fill out coupon below and mail today.

ECLIPSE MACHINE COMPANY, ELMIRA, N.Y.

ECLIPSE MACHINE COMPANY, HOBOKEN, N. J. ECLIPSE MACHINE COMPANY, Ltd., WALKERVILLE, ONTARIO

Eclipse	Machine	Company
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MAIL THIS COUPON I

Elmira, New York

Department 7

Please send at once your useful Service Bulletins on the Eclipse Bendix Drive; also name of nearest distributor of Genuine Parts for the Eclipse Bendix Drive.

Name_

Address

City



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No. 10

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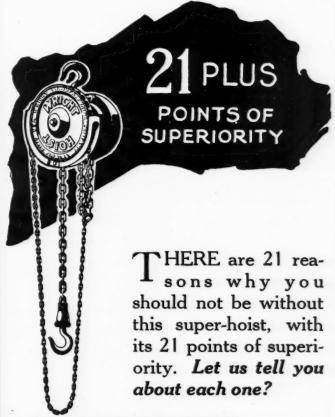
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TIMKEN TAPERED ROLLER BEARINGS
 Eight to each trolley.
 STEEL SIDE PLATES
 Bumpers protect wheel flanges and treads.

Bumpers protect wheel flanges and treads,

3. CHILLED TREAD WHEELS
Absolute roundness insures ease in handling load.

4. STEEL EQUALIZING PIN
Permits placing trolley on I-Beam at any point and insures equal distribution of the load on the four wheels,

5. STEEL HANGER PLATE
May be eliminated and hook hung on equalizing pin to save headroom.

May be eliminated and hook hung on equalizing pin to save headroom.

6. STEEL HOOK—DROP FORGED—PROOF TESTED The strongest part of the hoist. This hook never opens to drop the hoist and load.

7. STEEL DROP FORGED CROSS HEAD

8. SAFETY LOAD CHAIN GUARD
Completely shrouds the upper half of load wheel, holding six links of load chain in wheel at all times.

9. STEEL LOAD WHEEL
Special analysis electric steel casting, annealed.

10. OIL TUBES
To insure positive and easy lubrication at vital points.

11. MAIN DRIVING SPINDLE AND PINION
Upset forging S. A. E. steel 1035—heat treated.

12. BRONZE BUSHED LOAD SHEAVE

13. BALL BEARING DRIVING SPINDLE
Where speed is greatest. Not subjected to heavy and shock loads. Eliminates wear on this part.

14. STEEL SUSPENSION PLATES
An extra precaution to care for heavy overloads.

15. NON FOULING HAND CHAIN GUIDE
(Malleable Iron)

16. GEAR COVER—EXTRA HEAVY
Pressed from ½" plate. Insures permanency.

Pressed from %" plate. Insures permanency.

17. STEEL CHAIN—ELECTRIC WELDED

Special heat treated and proof tested. An elastic limit 4% times rated capacity, and breaking strength 6% times rated

capacity.

18. STEEL HOOK—DROP FORGED—PROOF TESTED
Never opens to drop the load.

19. DETACHABLE STEEL COUPLING—DROP FORGED
Completely enclosed Ball Bearing. Easily detachable to penew chain. Load is not held on connecting bolts but by

renew chain. Load is not held on connecting bolts but by the forgings.

20. BALL THRUST BEARING ON BOTTOM SWIVEL HOOK Permits easy swiveling of load. Insures load chain hanging straight and feeding perfectly straight into load sheave pockets. This insures longer life to chain and wheel the greatest point of friction and wear.

21. OIL CUPS SPRING COVER IN ALL OIL HOLES

ASK US ABOUT THEM



Lisbon.Ohio. U.S. A

IMPROVED HIGH SPEED HOIST

Illustrations such as this are appearing periodically in The Saturday Evening Post and are broadcasting the story of Opex throughout the nation. Consumer demand is the dealer's cue.





Increase resale value— with OPEX—the perfected lacquer!

LOOKS are dollars in reselling a car. You know that from past experience. You also know that lacquer is now considered the finish.

Opex, the Perfected Lacquer can be applied over the old finish. It can be *quickly* and *economically* applied at the rate of one coat an hour. And the automobile *looks like* nerv.

You should know more about our Opex proposition. If you do

not have a refinishing booth, you are losing quick profits on your trade-ins.

To automobile dealers:

If you want to move your used cars more quickly, Opex them. Put in your own Opex booth. You need little space—you add little overhead—you hire little help. We make no charge for helping you get your Opex service successfully under way. Send us this coupon—today:

SHERWIN-WILLIAMS



OPEX

The Sherwin-Williams Co.

420 Canal Road, Cleveland, Ohio.

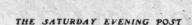
Supply us, entirely without obligation, full details of your Opex perfected lacquer proposition.

Name

Address

, 1926

How Studebaker Sells the Public on the Dealer as well as on the Car



Under this Pledge

You can confidently buy the years of unused mileage in One-Profit, Unit-Built Studebakers. Worthily made-worthily sold.

Pledge to the Public on Used Car Sales

- 1 All used cars offered to the public shall be honestly represented.
- 2 All Studebaker automobiles which are sold as CERTIFIED CARS have been properly reconditioned, and carry a 30-day guarantee for replacement of defective parts and free service on adjustments.

3 Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.

The public can deal in confidence and safety only with the dealer when policy is "one price only---the same price to all." For, to sell can on the basis, every cost of them must be horizoity priced to begin with

4 Every purchaser of a used car may drive it for five days, and then, if not satisfied for any reason, turn it back and, apply the money paid as a credit on the purchase of any other car in stock—new or used.

It is assumed, of course, that the car has not been or other accident in the meantime.

Not only to the public, but also to The Studebaker Corporation of America, whose cars we sell, we pledge adherence to the above policy in selling used cars.

D, You Studebaker Dealer



itudebaker facilities make possible Unit-Built con-truction. Since the entire car is designed and uilt as a unit, it functions smoothly and yields cores of thousands of miles of excess transpor-

A FINE Used Studebaker is today's pre-ferred used car "buy." Any used car-is a safe "buy" purchased under the terms of this Pleage.

It is simply the part of wisdom to invest a reasonable sum in a used car of Stude-baker quality, experily reconditioned, rather than to buy a new car of cheaper construc-tion—lesser quality and uncertain results.

the to by a week of or the trapper construction—lesser quality and uncertain results.

Because of Unit-Built construction and the high quality of Studebaker materials and workmanship—every Studebaker begins its long life with an enormous amount of excess mileage. Records show that it is practically impossible to exhaust this mileage. Under the Studebaker Dealers' Used Car Pledge you can buy this mused mileage in confidence and safety. As a guaranty that the car you buy has been properly reconditioned, you are offered five days' trial. No matter what make of used car you are seeking, see your Studebaker dealer. By adopting this Pledge he has put used car selling on the same high plane that distinguishes his merchandising of new One-Profit Studebakers.

Why the

thinking man buys a Studebaker

rchasers may buy Studebaker cars out of income the lowest time-payment rates known to the tomobile industry.

World-wide service

STUDEBAKER



The Country Has Gone Nash! - and Ajax!!

February! Greatest Month in Nash History and Greatest Ajax Six Month

Swiftly soaring nation-wide Nash sales swept February—although the shortest month of the year—into high position as—

—the biggest single month of production on Nash cars, alone, in all Nash history.

And Ajax Six sales racing on ahead pushed February Ajax business far beyond the biggest previous month since this brilliant new Nash-built success was introduced.

February was also 18th consecutive month Nash sales have surpassed the record set by the corresponding month of the previous year —with the exception of November, 1925 when production was halted to bring the new "Enclosed Car" motor into manufacture.

Though 14,148 cars were shipped in February Nash-Ajax manufacturing facilities are again being vigorously increased and the great plants are working overtime to cope with the flood of orders pouring in from all sections of the country.

And the reason for this record-breaking Nash-Ajax success is just this—record-breaking QUALITY plus record-breaking VALUE.

James Motor Valves give both satisfaction to customers and profit to you—that's why hundreds of sound, business building dealers sell these better valves.

Ask your Jobber's salesman!

James Motor Valve Company
1314 Maple Street - Detroit, Michigan





No Other Franchise Commands Such a Market

The famous Chrysler "70", giving the world a new conception of motor car performance and efficiency for more than two years, despite slavish imitation remains far in the lead and is just rising to the crest of full popularity.

The super-valued Chrysler "58" has emphatically demonstrated that there is nothing on the market at its new and electrifying low prices that remotely compares with it in value, in quality and in performance.

Now joined to these is the Chrysler Imperial "80"— As Fine As Money Can Build—from any standpoint the most phenomenal car on the market today, offering virtually unlimited possibilites in the topmost motor car field.

The money-making possibilities which these truly great cars present—in 19 body styles at *845 to *3695 to compel the interest of every prospect in your community—are daily attracting many of the soundest and keenest dealers to Chrysler.

Your inquiry for this desirable franchise will be treated in strictest confidence.

CHRYSLER SALES CORPORATION, DETROIT, MICHIGAN CHRYSLER CORPORATION OF CANADA, LTD., WINDSOR, ONT.

CHRYSLER

OTOR AGE Number 10

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Reelects llinois

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State Automotive Trade Association Shows Growth in Membership and Accomplishments at Convention

By Sam Shelton

Springfield, Ill., March 5.

CHOWING a healthy growth in membership and in things accomplished for the dealers in this state, the Illinois Automotive Trade Association held its seventh annual convention here Monday and Tuesday of this week.

President H. A. Amerman, Nash and Packard dealer at Urbana, was re-elected, as were the other officers with the exception of treasurer. The new treasurer is W. E. Johnston of Peoria.

In his annual report Manager C. W. Coons summed up the accomplishments of the association in the last year. Among them were these:

Successfully opposed the gasoline tax measure in the last Legislature.

Successfully opposed the proposed drivers' license law which was before the last Legislature.

Compiled and issued a digest of all the laws in Illinois affecting the automotive dealer.

Warned dealers against many fraudulent and doubtful schemes that were used in the effort to get money from the trade.

One of the accomplishments reported upon at the convention had to do with the protection of the dealer under the conditional sales contract now widely in use in selling automobiles on time. A special committee made a study of this business problem and recommended a form of contract to be used in such sales and also a form of affidavit to be required of owners offering to trade in used cars the title to which might be in doubt. It was recommended that the association have these forms printed for sale to the members at nominal prices.

The convention approved the recommendations of the committee, but also went on record as unanimously opposed to the use of conditional sales contracts, preferring the older chattel mortgage method of protecting the dealer and finance company in the case of time sales.

One of the convention speakers was J. B. McNamara, secretary of the Finance Associates, Inc., of Chicago. Mr. McNamara reviewed the progress of the time payment method of selling automobiles, under which 75 per cent of sales are now made, and pointed out the dangers of selling cars on down payments of less than one-third and on longer time than 12 months.

The convention adopted a resolution supporting the time



H. A. Amerman

Officers of Illinois Automotive Trade Association

President, H. A. Amerman, Urbana. First Vice President, W. E. Butler, Chicago. Second Vice President, F. A. Sperry, Bushnell. Third Vice President, J. S. Goebel, Mendota. Fourth Vice President, H. D. Rue, Blooming-

Treasurer, W. E. Johnston, Peoria. Secretary-Manager, C. W. Coons, Peoria.

payment policy recently defined by the National Automobile Dealers' Association which urges the requirement of at least one-third down in case of a new car sale and payment of the balance within 12 months, and the elimination of dealer endorsement on paper held by finance companies.

A feature of the convention was the attendance of 63 delegates from the Chicago Automobile Trade Association.

At the banquet in the evening Robert E. Lee, manager of the St. Louis Automobile Dealers' Association, presided as toastmaster, and J. N. Kellerman, sales manager of the Hudson-Frampton Co., of St. Louis, gave an address on merchandising. The association unanimously voted to hold the next convention at Danville, Ill.



VERY sale begins with—contact.
Unless contact with the prospective buyer is established there will be no sale. That is simple

enough. It takes two to make a bargain.

While contact is necessary in order to make a start on a selling effort we will all agree that contact, itself, is only the starting point and, of itself, does not mean money to the salesman or the dealer.

It will not be disputed that the thing which utimately counts, in terms of commissions and profits, is what is done with the contact after it has been established.

A salesman's measure of success is gaged by the way he cultivates the *opportunity* which contact offers. For contact, in the beginning, is nothing more than the open door of selling opportunity. Nothing more than that will it remain unless the opportunity it presents is capitalized.

Although thus limited in merchandising value analysis always gets us back to the elementary fact that contact is indispensable to the sale. Beginning the selling effort with contact is imperative. Making contacts is the salesman's first business.

Multiplying his contacts is the way the successful seller multiplies opportunities for deliveries to the buying public.

And so we hear much said in the selling field about the establishment of contacts with possible buyers. Repeatedly we are hearing of new systems launched by enterprising automobile merchants to increase and improve the firm's contacts. Factory salesmanagers, being salesmanagers, are always thinking about "contacts" and now and then a story is printed telling of a new factory policy the sole purpose of which is to develop more contacts for its representatives in the retail field.

Dealer Contacts with Owner

In the past year or so such policies have been directed more toward the improvement of contacts with the factories' own car owners.

There also is a growing tendency among dealers, on their own initiative, to follow out schemes which will enable them to keep in closer touch with owners whom they have sold. Some of them are budgeting neat sums of money for this work and some of the systems employed for maintaining close contacts with owners are quite elaborate.

According to reports received those dealers who have been following such plans are finding that they pay fine returns—and it is not difficult to understand why.

In the first place, the most valuable of all contacts is with the person whom the dealer already has sold a car. This contact is more desirable than the one with the person who has never owned a car of any kind or the one who has never

That Big Automotive Selling

owned a car of the make the house represents. It is the prize contact of them all.

One reason for this was covered quite extensively in a previous article in Motor Age wherein we discussed the sales influence of the satisfied buyer and the advantages of operating within his realm of sales influence for new

Another reason is in the fact that automobile merchandising of today is getting more and more to be a campaign for repeat business.

Time-After-Time Buyers

Not only does the dealer want to take advantage of any favorable atmosphere created by the satisfied owner's enthusiasm and boosting, but he wants to sell him another car when the first one reaches the trade-in stage. He does not want a competitor to sell him the next car and he wants to cash in on the owner's maintenance business throughout the use of this car in this owner's hands.

The whole idea is one of developing a patronage of timeafter-time buyers rather than exclusively working new fields for possible buyers and of creating a bond of friendship between the owners and the dealer which will make

Previous Sales

list of owners can be made a veritable prospect mine if the

By Clarence Phillips

An excellent example of systematic development of contact with owners is found in the plan instituted some little time ago by the J. E. French Company, Dodge Brothers dealers in San Francisco. The company installed what it calls its Personal Service Department, the function of which is to call upon owners and ascertain if they are satisfied with their Dodge Brothers cars and if all relations with the house are satisfactory.

Such service begins three months after a car has been purchased. If investigation reveals that there has been a misunderstanding of any character the owner is put in touch with the proper department to clear it up. The big purpose is to develop owner satisfaction to the highest possible degree.

Bound to Make Friends

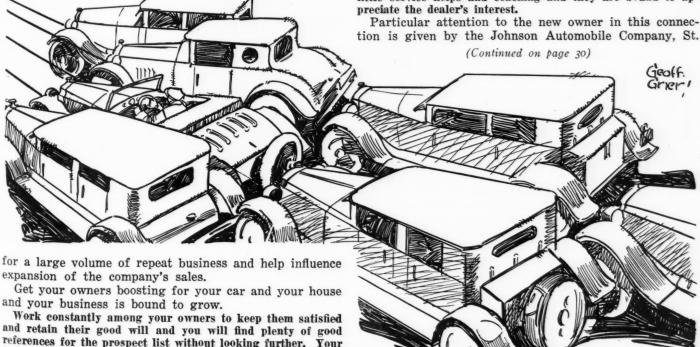
Two cards have been provided which the department's representatives use when the owner happens to be out. One of them is left at the first call and the other at the time of the second call. Both cards explain the objects of the Personal Service. They present the company's message in such a striking manner he is not likely to throw them into the basket without reading them.

Such a plan as this is bound to make friends of the company's owners. Trifling or imaginary complaints that could possibly alienate the affections of the owner forever can often be dispelled. Dealers doubtless lose considerable repeat business merely because of foolish and magnified grievances which at times might be banished from the owner's mind with a few timely words or a few turns of a wrench.

The automobile merchant can well afford to be generous in the matter of making free minor adjustments.

Peeve over little things that any service man could quickly and easily correct at practically no cost to the company, save a few moments time for one employe, might lead the owner into an incurable grudge against the car and the agency which sold it to him. New owners of the dealer's make often need little service helps and coaching and they are bound to ap-

Particular attention to the new owner in this connec-



March 11, 1926

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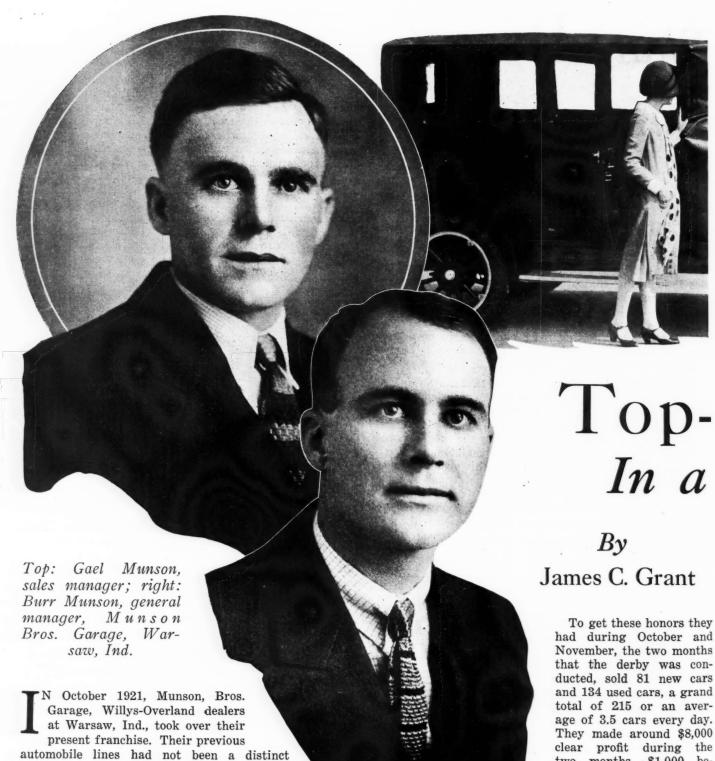
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success. At the home office they were regarded in the same light as other dealers in small country communities. Warsaw has an estimated population of approximately 5,500, and

it was not thought possible that a dealer in such a small community would be able to turn all eyes of the retail sales organization toward his shop.

Yet, in December, 1925, when the winners of the Willys Derby were assembled at the home plant for the annual dealers' and distributors' sales conference Gael and Burr Munson, the two brothers who own the business, were called the "Go-Getters" of the Willys-Overland sales organization. They were classed as among the real merchandisers in the industry.

To get these honors they had during October and November, the two months that the derby was conducted, sold 81 new cars and 134 used cars, a grand total of 215 or an average of 3.5 cars every day. They made around \$8,000 clear profit during the two months, \$1,000 being from the sale of used cars. Their factory contract for the length of the Derby called for 11 cars.

The home of the Munson Brothers then was anything but suited to an automobile establishment. It was the best that could be had, but it wasn't exactly desirable. Their sales conference room was in the attic reached by a rickety staircase. An extension cord provided the only means of light. The furniture was bare, being the back seat of a discarded ten-year old car with the upholstery badly frayed, a chair minus the back, a keg stood upside down and a quota board. Two old-fashioned blackboards completed the furniture. This is a thing of the past.



Notchers Small Town

Munson Brothers, of Warsaw, Ind., Derby Winners in Willys-Overland Contest, Sold 81 New Cars and 134 Used Cars in Two Months and Made \$8,000 Profit

A new home is being constructed at a cost of \$25,000. But there was one thing on which the brothers had built their business. That was service and square dealing. In the past they had made it a policy to give their customers the best, and it was on this policy that they had established their standing in the community.

Their sales force consisting of a younger brother, Albert, and two others, was carefully selected through their past association. Their time isn't fixed, although they do work for a fixed salary. Gael Munson, the sales manager, believes that in the selling of automobiles it is necessary to work as long as twelve hours or whatever time may be necessary.

Salesmen on Salary Basis

Paying the salesmen a certain specified salary is best explained by him. "Paying the salesman a fixed salary," he says, "means that he is willing to work according to your instructions. Working on a commission he is naturally looking after himself. We have found that the best results can be obtained by paying definite salaries."

Entering the contest, the brothers found that their background of future preparedness was a distinct asset. In addition they found they could count upon a well established following of owners who were boosters; a

GO-GETTERS of the Willys-Overland organization is the title which has been conferred upon the Munson Brothers of Warsaw, Ind. And no other than L. G. Peed, general sales manager for Willys-Overland Inc., has bestowed the title.

To win this title they sold during October and November, the months that the Willys-Overland Derby was held, 81 new cars and 134 used cars, a grand total of 215. That meant the selling of an average of 3.5 cars every day for the 61 days of the contest.

In selling the 134 used cars they made over \$1,000 clear profit yet made a satisfied customer with each transaction.

reputation for square dealing and fairness in all things; a reliable service station and repair shop; and an honest and well liked sales force.

When the derby was announced they were placed in Class D-e, composed of dealers whose yearly contract called for from 101 to 249 cars. They received the news with open arms and set out to capture first place. Gael Munson, as sales manager, organized the firm to the task of winning. Morning sales conferences were the rule and promptly at eight o'clock found the two brothers and with their sales force climbing the rickety staircase towards their conference room.

Asked why they didn't furnish it better, Gael Munson replied "we went there to work, not to talk."

The meetings lasted fifteen minutes. Oftentime the entire organization was present to get advice and help out. No time was wasted, the plans for the previous day were discussed and the day's work outlined.

Systematic Canvass Made

In selling, all the old prospects were worked, then more were hunted and worked. No one escaped. Canvassing lists, direct mail and their daily record of showroom callers were used. Door bells were rung and used car prospects sought.

The Derby was talked by every member of the organization until everyone in Warsaw knew that the Munson Brothers had something that they should know about. No money was spent on newspaper advertising. Actual talk—person to person, was counted upon to get the desired results. And it did.

It wasn't long before all Warsaw knew what was happening. Here the brothers put over a clever piece of merchandising and succeeded in selling all Warsaw on the idea that it was Warsaw out to win first place. This spread like the well-known prairie fire so that the derby became a topic for conversation in sewing circles.

While the interest was spreading the brothers were busy and were selling more cars. Their standing in the derby mounted and they gradually went to the top. The story is being told now in Warsaw of a certain farmer who drove some 14 miles to town each morning to see how the brothers stood. It serves to show how well they had sold their community on the Derby.

The interest being shown finally reached the factory. A separate department called the Warsaw department was organized. Its sole duty was to take care of the phone

(Continued on page 30)

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Making A GAME

Electrical Trouble

The Red Head Uses the Simple Expedient of a Pie Cut in Three Pieces to Explain the Distinct Circuits on a Car in One of Which Every Electrical Failure Will Be Found-Like the Game Of Fox and Geese

By A. H. Packer

HE thaw was followed by a shift in the wind. Across the pond the rubber ice of early spring was forming. The road slush hardened into icy spines that thrust viciously at the tires of passing cars. And overhead low hanging clouds raced to some secret destination. A hint of storm was in the air.

But the storm threat meant nothing in the Smith home. Barney, the Red Head and Valvy had knocked off earlier than usual this afternoon in order to clean up and help out at the party that Kate, Barney's young sister, was giving. The children from two neighboring farms were invited and Bill Fixit's boys were going to help Barney in giving the kids a good time.

As the children arrived the first big flakes were starting to fall, forming ghostly whirlpools under the lash of the rising wind. By ten o'clock, when it came time for the young folks to go home the storm was at its height, drifts were already blocking the road and it was decided to phone that all was well and keep the children over night in the big spare rooms up stairs.

The next day as the boys finished their breakfast and went out to the shop the youngsters came trooping down from upstairs, the next relay to partake of Mrs. Smith's famous cooking.

"Lamp trouble, was what Sam Wheaton called it," said Barney as he pointed to a big car that had been brought in late the previous day. "You fellows told me you explained something about lamp circuits to some garage man you ran across shortly after you started out on your trip, but you haven't told me anything but magneto kinks. I've a hazy idea but its too hazy for good work, so if you don't mind I would appreciate some help on this job."

"I remember the fellow," said Valvy. "He found some dirt in our carburetor when we were looking for ignition trouble."

"Slipped one over on us that time," said Red. "Then

Fig. 1. A circle diagram can be made for any car wiring diagram with a central point where generator, lighting and battery circuits meet.

"Just the thing," said Red. "We can use the same circle idea in running down wiring trouble."

we bunked in with him over night and gave him some help on bus wiring."

"Name was Joe," said Valvy. "And we fixed up that grinder he had that he ran with a starting motor and battery. Wires were too small for the current the motor needed."

Barney listened to the experiences of Bill Fixit's men, then stepped to the door for a minute. "Look," he said. "The kids are out in front playing some sort of a game in the snow."

"That's fox and geese," said Valvy. "I played it when I was a little shaver. You run around in the snow to make a circular path and then you use a point in the center and make some radial paths. Then its a game of tag, the rule of the game being that you have to stay on the radial and circular paths."

"Just the thing," said Red. "We can use the same idea in chasing down the head lamp trouble for if we doctor up any car wiring diagram a bit we can make it look like a circle, where the circular path is used to represent the common ground return or frame part of the circuit.

"The point in the center is the junction and if we make three radial paths they will be the battery circuit, generator circuit and lamp circuit."

Chasing Elusive

"Ought to make pie out of a trouble shooting job," said Barney. "At least the diagram made that way would look like pie." And Barney laughed at his own joke.

"Let's take a simple case first," said Red, making a sketch (Fig. 1) to explain his way of attacking the problem. "We will divide the 'pie' into three parts. That makes bigger pieces than you would ever get in a restaurant, but about the size of the pieces your mother hands out." And Red winked at Barney.

"In the left division we will put the battery, in the lower right knife-cut the generator, and the radial division at the upper right will be the lighting circuits, so that we have a 'fox and geese' game or a 'pie-faced diagram' depending on how you look at it.

"In normal operation we have current traveling around the upper pie shaped section when parking at night, for battery current is flowing to the lamps. When driving in the day time the lower piece of pie has the current around it, the generator sending current through the battery, while in night running when the speed is just right so that the generator supplies just enough current for the lamps we have the right sector active, generator current going to lights, there being no current flowing in the battery.

"A little variation from this last case comes in when the generator goes a little faster. Then we have current from the generator going through the lamps as before and back through the right portion of the circular ground while surplus current goes through the battery and back through the lower circular ground.

"The horn and starter circuits do not always fit in with our circular diagram, but as they do not affect the problem of running down high voltage that damages lamps or generator we can pass them up in figuring out the circle diagrams.

"And now we will proceed to figure out what regulates the voltage," continued Red.

"I thought most cars didn't use voltage regulators," said Barney.

"Oh, they all do," said Red. "But you can't see them unless you know where to look. Most cars have the regulator hidden in the battery, for the lead acid storage battery has the faculty of maintaining a fairly constant voltage even when there is a great variation in the charging current. Even when fully charged its voltage only

From Delco Manual.

Fig. 2. Wiring diagram of 1926 Diana

BILL FIXIT STORY No. 16

Previous installments in this series by A. H. Packer were published March 19, April 2, April 16, May 7, May 21, June 18, July 30, August 13, September 3, September 24, October 22, December 10, and December 31, 1925, and February 11, 1926.

December 31, 1925, and February 11, 1926.

SYNOPSIS: Bill Fixit's electrical trouble shooting men start on a trip in a Speedway car. They stop at various places along the way and in a mining community are robbed of all their money. This necessitates getting a job with the local electrician, to whom they give some helpful information gained in working in Bill Fixit's garage. Directional radio is used by government agents in locating a gang of crooks and the boys' money is recovered. The trip is continued and the night after leaving the mining town they stop with Barney Oldfield Smith, an amateur race driver and help him with a magneto job, where a new condenser is needed. The condenser is obtained from Bill Fixit's electrical station, but in the meantime Valvy discovers an old radio set, and the Red Head engineers a trouble shooting job on the set and restores it to its original usefulness. Encouraged by the help given by Bill Fixit's men, Barney decides to start an electrical shop. His first job is the installation of impulse couplings on a number of snow removal machines operated by the county.

He next does a few magneto remagnetizing jobs and

He next does a few magneto remagnetizing jobs and is helped by the Red Head in locating interrupter trouble on the magneto of his own speed car.

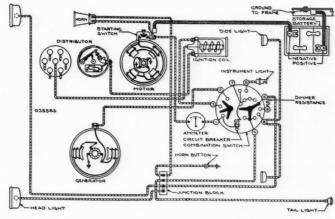
varies about 25 per cent with the charging current, being about 6 volts while the starter is working and 7.5 volts or so when the generator starts to pay back what the starter borrowed.

"That means that while the battery is doing its duty, the lamps are quite safe if their connection to the battery is not interfered with. When trouble with high voltage is encountered the mechanic or electrician will perhaps trace the generator to battery circuits, looking for broken wires if he has an eagle eye or using a voltmeter if he has one and knows how to use it.

"I used to tell the men in Bill Fixit's shop to trace these circuits but since I have made the circle diagram I see that it is only necessary to check up the battery part of the circuit up as far as the junction point where the three radial lines meet.

"Suppose, for example, that there is a poor connection anywhere between the point on the frame where the battery cable is grounded and the right hand ammeter term-

(Continued on page 30)



From Delco Monual.

Fig. 3. Wiring diagram of 1926 Special Six Nash

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Revenue Act of 1924, hereby in acc waives any and all claims for the an (me), for the purpose of reimbursing 1926 relating to the "Refund of Aut Authority is likewise granted un	der this waiver to extend its provisions to the dealer hold- f the repeal of subdivision (2), section 600, Revenue Act of
	(Manufacturer)
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	AIVER TO DEALER
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These waivers when properly executed will authorize the Government to refund directly to dealers tax on passenger automobiles purchased before March 28 and still on hand March 29 on which tax was paid at the rate of 5 per cent.

N. A. D. A. Issues Bulletin On Tax Change

Legal Counsel Interprets New Law for Automobile Dealers

St. Louis, March 6.

THE following bulletin covering the provisions of the new Federal tax law as they apply to automotive dealers has been issued by the headquarters of the National Automobile Dealers' Association:

The following is a VERBATIM OFFICIAL TEXT of the new United States Revenue bill as it affects automotive excise taxes:

"TITLE VI—EXCISE TAXES.—Section 600—There shall be levied, assessed, collected and paid, upon the following articles sold or leased by the manufacturer, producer, or importer, a tax equivalent to the following percentage of the price for which so sold or leased—

(1) Automobile chassis and bodies and motor cycles, (including tires, inner tubes, parts and accessories sold on or in connection therewith or with the sale thereof), except automobile truck chassis and bodies, automobile

How Dealers

New Federal Excise Rates Effective on Passenger Cars at Midnight, March 28, and Retailer Must Take Inventory on March 29. Trucks, Tires and Accessories Now Free of Tax and No Refunds Will Be Made

ASHINGTON, March 6.—The reduction in the automobile passenger car tax from five to three per cent will go into effect at midnight, March 28, it has been announced here by the Internal Revenue Bureau in making public the official instructions to internal revenue collectors of the Treasury Department covering the automotive tax refund.

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The refund becomes effective thirty days from the date the President signed the bill, which has been officially designated as of 10:25 a. m., February 26. However, in order to facilitate the determination by automobile dealers and agents as to just when the 5 per cent tax is taken off and the three per cent one substituted, the Department has arbitrarily fixed the time at midnight on March 28.

This will mean that dealers of passenger cars must take an inventory of stock on March 29 and determine the amount of the tax due them on the basis of the cars in stock on that date, that is to say that if a dealer on March 29, has ten passenger cars on which he has paid the 5 per cent tax to the manufacturer, he can claim a 2 per cent refund for the ten cars in stock on that date.

The law makes no provisions for a refund on trucks on the floor and therefore trucks and truck bodies need not be included in the inventory made on March 29.

Treasury Department blanks, known as Internal Revenue forms 888, and 887, containing full instructions for the manufacturer and dealer, are being mailed next week to the 48,000 automobile dealers, agents, wholesalers and manufacturers throughout the country.

These instructions, together with reproduction of Inventory schedules and waivers for the manufacturer and dealer, are being reproduced herewith in order to enable the dealer to study them.

wagon chassis and bodies and tractors, 3 per centum. A sale or lease of an automobile shall, for the purposes of this subdivision, be considered to be a sale of the chassis and of the body. This subdivision shall take effect on the expiration of 30 days after the enactment of this act."

"REPEALS—Section 1200—The following parts of the Revenue Act of 1924 are repealed to take effect (except as otherwise provided in this act, subject to the limitations provided in subdivison (b):

"Title VI (called Excise Taxes) except subdivision (2) of Section 600. (Note this repeals the tax on trucks, wagons, tires, inner tubes, parts and accessories.)

"Subdivision (2) of Section 600 (being the tax on certain automobiles) effective on the expiration of 30 days after the enactment of this act; (note, this includes passenger cars).

"Title VII (called 'Special Taxes' effective on June 30, 1926. (Note: this title includes the 'vehicle-for-hire' tax.)

May Get Tax Refund

"REFUND OF AUTOMOBILE TAX—Section 1204—
(a) Where prior to the effective date of the repeal of subdivision (2) of Section 600 of the Revenue Act of 1924, any article subject to the tax imposed by such subdivision has been sold by the manufacturer, producer, or importer, and is on such date, held by a dealer and intended for sale, there shall be refunded to the manufacturer, producer or importer an amount equal to 2 per centum of the price for which such article was sold by him, or if the tax has not been paid, an amount equal to such 2 per centum shall be credited against the tax in respect of such article.

"(b) As used in this section the term 'dealer' includes a wholesaler, jobber, or distributor. For purposes of this section an article shall be considered 'held by a dealer' if title thereto has passed to such dealer, (whether or not delivery to him has been made) and if for purposes of consumption title to such article or possession thereof has not at any time been transferred to any person other than a dealer.

"(c) Under regulations prescribed by the commissioner with the approval of the secretary, the refund provided by this section (1) may be applied as a credit against the tax shown by subsequent returns of the manufacturer, producer or importer, and (2) may be made to the dealer instead of the manufacturer, producer or importer, if the manufacturer, producer or importer waives any claim for the amount so refunded.

"(d) When the refund or credit provided for in this section has been allowed to the manufacturer, producer or importer, he shall remit to the dealer to whom was sold, the article in respect of which the refund or credit was allowed, so much of that amount of the tax corresponding to the refund or credit, as was paid or agreed to be paid by the dealer. Upon the failure of the manufacturer, producer or importer to make such remission, he shall be liable to the dealer for damages in the amount of three times the amount thereof and the court shall include in any judgment in favor of the dealer in any suit for the recovery of such damages, costs of the suit and a reasonable attorney's fee to be fixed by the court."

INTERPRETATION OF LAW

COUNSEL of the National Automobile Dealers' Association herewith append the following interpretation to the above sections:

The revenue act was signed by the President at 10:25 a.m. February 24, 1926.

The tax on tires, trucks, parts, accessories, etc. was removed at 10:25 a. m. Feb. 26, 1926. No refunds are allowed on any of these articles.

As affecting passenger automobiles, the new tax law becomes effective at midnight, March 28, 1926. Until midnight, March 28, 1926, the manufacturer is required to pay to the government a tax of 5 per cent on all passenger automobiles sold by him. Naturally until midnight, March 28, 1926, the manufacturer has the legal right to pass this 5 per cent tax on to his dealers and the dealers to pass the 5 per cent tax on to the customer.

After midnight, March 28, 1926, the government will levy against the manufacturer a tax of only 3 per cent and the manufacturer then will have a legal right to pass

By H. L. Cobb

Washington Correspondent of Motor Age

NOTE.—Before proparing this form, tructions on the reverse side abould carefully read.	Address	(Street and number)			
ATE OF	(Otty or town) This deponent, on costs, says that the inventory beyowith is a true and correct record of the automobiles, chassis, and bodies held by the person, firm, or sorporation named above, and interned for sais, on the date and at the place stated.				
Inventory of articles held by the dealer	and intended for sale on	(Dale of Reput) of Subdivision (2) of Sec. 60			
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PTAL AMOUNT OF TAX RETURNED BY MA PTAL AMOUNT OF TAX CLAIMED AS REFU		at Rate or 5% (Total of Column 4)	:		
Subscribed and sworn to before m		day (Bigned)			
7 d	****				

This form is to be used by dealers in making an inventory of passenger cars on hand March 29 for the purpose of claiming refund of two-fifths of the tax paid. This form has to be sworn to by the dealer and has to be certified to by a revenue officer, provision for such certificate being made on the back. Complete instructions are printed on the back.

on to the dealer a 3 per cent tax under the new law. On March 29, 1926, you must take an inventory of all passenger automobiles on hand bought by you prior to midnight of March 28, 1926, on which you paid the manufacturer a 5 per cent tax and which have not yet been sold by you to a user. On such cars you will be allowed a refund of two fifths of the amount of the tax you re-imbursed the manufacturer. (This also includes automobiles in transit to your place but not yet received, on which you have paid a tax of 5 per cent.)

Unsold cars which have been used for demonstrators participate in the refund, though it is not intended to apply to cars taken from stock and used for other purposes.

In order to determine the amount of the refund, a form has been prepared by the Bureau of Internal Revenue providing for the inventories to be taken on March 29 on such unsold cars, such inventories to be certified to by the factory, which will waive in favor of the dealer, its right to participate in the refund and if the car manufacturer has paid tax to the body manufacturer, the body manufacturer will also waive.

The great bulk of the factories have agreed to handle the matters for their dealers and instructions will probably be sent from each factory to each of its dealers. Distributors having sub-dealers or associate dealers will handle the matter for such sub-dealer or associate dealers.

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Demonstrating Shop on Wheels Shows How Tools are Used



A demonstration in Black & Decker coach

SINCE the Black & Decker coach for the demonstration of garage tools was put on the road last November it has traveled 6,000 miles and has been the drawing card for 172 jobbers' meetings. In all 1,590 executives and salesmen in the automotive jobbing trade have viewed the demonstrations staged in this coach and have thus acquired a better working knowledge of the tools that they are selling to the dealers and garages throughout the section of the country covered by the coach.

So satisfactory have been the results from this coach that a second one like it has been constructed and will start soon from Boston for the Pacific Coast to spend the summer making demonstrations, returning eastward by way of Texas and Kansas City.

The first coach has visited the following cities: Chicago, Joliet, Ill.; Rockford, Ill.; Milwaukee, Peoria, Wash-

Black & Decker Exhibit Has Been Seen By 1,590 Sales Representatives

ington, Ill.; Springfield, Ill.; St. Louis, Terre Haute, Indianapolis, Louisville, Cincinnati, Dayton, Columbus, Cleveland, Canton, O.; Youngstown, O.; Pittsburgh, Johnstown, Pa.; Altoona, Pa.; Huntington, Pa.; Baltimore, Wilmington, Del.; Philadelphia, Trenton, N. J.; New York, Brooklyn, Bridgeport, Conn.; and New Haven, Conn.

In this coach each product of the Black & Decker Mfg. Co., and of the Fleming Machine Works, (whose products are now being sold through Black & Decker) is carried in a special section of a cabinet built in the rear portion of the coach.

As the tools are all operated by electricity, a complete self-contained gasoline generator set has been mounted in a compartment at one side of the driver's seat. This generator supplies the 110 volt current which is used in demonstrating the tools.

The coach is a beautifully finished job in two tones of gray, with orange vermilion wheels, and from the rear looks very much like a Pullman observation car.

The inside is finished in gray leather with walnut trimming. On the floor is a heavy chenille rug, and in addition to the driver's seat, the coach is provided with eight large wicker chairs with air cushions and trimming of the same gray leather as the rest of the interior.

The coach is of the low inter-city type but the frame has been dropped about fourteen inches just back of the rear axle, so as to provide a demonstrating compartment in which there will be full head room.

The chassis is a Pierce-Arrow Model Z 220 wheel base, and the special body by Farnham & Nelson, Roslindale, Mass.



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Selling Cars Through a Department of a Large Boston Store

HEN the Gilchrist Company of Boston, one of the larger and more successful department stores of the city, opened an automobile sales room in its main store where a customer could buy a car the same as he buys a suit of clothes or a suite of furniture, the public

naturally opened its eyes. Here was a departure in motor vehicle merchandising. The store handles Hudson and Essex cars.

The automobile department of the Gilchrist store opened on August 5, 1925, and the sales have well justified its existence, says the manager, Charles E. Kelley. In other words, the automobile department has proved a success.

Gilchrist's has a system of payment known as "Thrift Payment Plan," which among other things provides for a down payment and monthly installments on large purchases. The automobile customer can take this manner of payment if he desires. Electrical appliances, furniture and rugs are sold on a similar basis. The fact that an automobile is no longer a luxury, but a recognized necessity for even moderate-incomed families was the influence which caused

Gilchrist's to institute this new merchandising division.

The company maintains a used car department in the heart of automobile row at 705 Beacon Street. Here used cars are sold on a similar basis as new cars—an initial payment and the balance on the "Thrift Plan Payments" on the monthly bill.

When a used car is to be turned in on a new car the used car can be driven to the main store in the downtown section. The automobile salesroom is open until 9 o'clock every week day evening to allow prospective purchasers to drive their old cars to town for appraisal when the day's traffic rush is over. It also gives wives a chance to go with their husbands for an inspection of the new car.

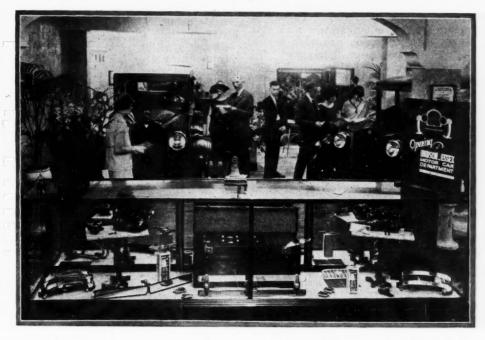
Accessories also can be purchased from Gilchrist's on a charge account. An interesting feature is that the store, itself discounts its automotive paper.

Twice a month a display window is given over to the automobile department just as other windows feature the wares of other departments at stated periods.

The fact that Gilchrist's opened a new department for the sale of automobiles not only won for the store much favorable publicity in the daily newspapers, but attracted large crowds to the store on the opening days. This in itself was a creator of business for other departments, especially those located near the automobile salesroom on the first floor.

From the salesroom can be seen a part of the men's store. Many men shoppers are easily attracted to browse through the automobile division.

The salesroom is typical of the salesroom on the "Row." Walls are of stucco, finished in a golden yellow shade. Drop lights gleam over the machines, while the flooring is tiled. There is the usual reception space where salesmen can talk uninterruptedly to prospects.



Scene at the opening of the automotive department of the Gilchrist Company's department store, Boston. In the background salesmen are showing Hudson and Essex cars to prospects. In the foreground is an accessory show case.

The manager and his assistants are all experienced in automobile selling.

Quarter Horse Power Motor Operates New Rectifier

A new constant potential charging device is being placed on the market by the Hanson & Van Winkle Co., of Newark, N. J. It uses a one quarter horse power motor to operate a commutator. This motor is known as a synchronous motor. This means that it operates at a speed which is exactly proportional to the speed with which the alternating current changes its direction. For this reason a motor of this type can be used to rotate a commutator which will reverse the alternating current at the right time, so that it becomes uni-directional, or pulsating direct current, which is suitable for charging batteries. The constant potential device includes a transformer which steps the voltage down. With this construction as much power for battery charging is made available as would with a conventional type of motor generator require a 5 H. P. machine. There is also a smaller machine, a series model made on the same general plan. These machines are distributed and sold by the H. B. Shontz Co., Inc., Shontz Building, 161 W. 64th St., New York City.

New Equipment For Service and Sales

A New Improved Air Compressor

NEW air-cooled, two stage air compressor is announced by The American Oil Pump & Tank Co., Cincinnati, O., makers of "Super-Service" gasoline and oil pumping equipment. Noiseless operation is made possible by the use of disc or plate valves, accurately machined. A highly efficient oiling system also aids in the quiet operation and adds to the life of this compressor, it is stated. Oil is directed exactly where needed by metal fingers attached to the crank shaft. These fingers are so adjusted that the right amount of oil is caught up and directed to proper points from where it drips a plentiful but not excessive, supply of oil on to the bearings and pistons.

To eliminate friction and reduce wear of pistons and bearings, the cylinders have been offset from the center of crankcase allowing the use of straight connecting rods. This overcomes the possibility of excessive wear caused by bent rods which have a tendency to bow still more under high pressure and at high speed.

Heat of the compressed air is radiated through ribs on each cylinder and also by means of an "intercooler." This intercooler consists of 91/2 feet of coiled copper tube through which the air passes on its way to the high pressure cylinder. Tests show that there is a drop of 90 deg. F. from the point where the air enters the intercooler, to the point where it leaves it.

It is made in three compressor outfits as follows:

Model A-1, 2 stage, 3/4 hp. motor, mounted on 30 gal. tank, capacity 3 cu. ft. per minute.

Model A-2, 2 stage, 34 hp. motor, mounted on 60 gal. tank, capacity 3 cu. ft. per minute. The third model which the company makes is known as Model

A-3, 2 stage, 1 hp. motor, mounted on 60 gal. tank, capacity 4.5 cu. ft. per

Bowser Square Visible Pump

S. F. BOWSER & CO., Fort Wayne, Ind., recently brought out its C-81 Square Visible pump. Although there are many details of this pump of interest to the seller of gasoline, perhaps the outstanding features are the arrow indicator, speed, good appearance and high quality of the finished product.

It is a mechanical measuring pump. The quantity stops are swung into the desired position by a dial, which controls and determines the discharge from the glass cylinder. With the Square Visible the operator starts with a full glass cylinder. Then the mechanical measuring slide tube is set for the number of gallons asked for and the valve opened. The pump also is equipped with a swing connection on the hose permitting free movement back and forth without bending the hose.

Watervliet Spiral Reamer

A SPECIAL pilot reamer for king or steering knuckle bolt bushings and for all makes of cars and trucks has been brought out by the Watervliet Tool Co., Inc., Albany, N. Y. The prices range from \$5.50 to \$20, depending upon the

This reamer is sufficiently long so that the front pilot enters the second bushing before the reamer starts cutting the first bushing, and then the rear pilot is long enough so that the second or lower bushing is completely reamed before the shank or rear guide leaves the first bushing. This brings both bushings in perfect alignment for their entire length.

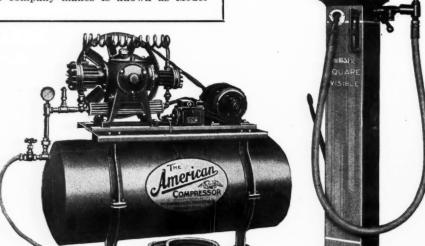
Bear Spring Shackle Tool for Fords

THIS is a handy tool for replacing springs and shackle bolts. It is hooked in place and adjusted with a wrench to the position desired. No lifting or prying is necessary and the job can be done in a few minutes, is the claim of the manufacturers, The Bear Manufacturing Co., Rock Island, Ill. The price complete for Fords is \$2 and for the Ford truck, \$2.50.

Folder on Headlamp Adjusting

READERS of Motor Age may obtain without charge any reasonable number of copies of a little folder put out by the Eastern Conference of Motor Vehicle Adminstrators and Electrical Testing Laboratories, 80th Street and East End Avenue, New York City. This folder contains two illustrations, one of which shows headlamps properly adjusted and the other shows them improperly adjusted. Brief and simple instructions for adjusting are also given as well as a list of devices which have been approved for headlamp use.

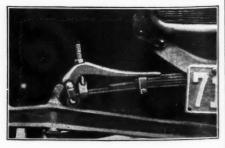




American 2-stage air compressor

Above: Watervliet spiral reamer; be-

low: Handy tool for replacing springs and shackle bolts





Detroit's Mayor Gets First Pontiac

When the Pontiac cars were introduced to the Detroit public, G. A. Richards of the Richards-Oakland Co., distributors for the Detroit area, got busy and sold the first car to Mayor John W. Smith, showing his ability as a real merchandiser. The signing of the order was recorded by motion pictures while newspapers also snapped the event. Mayor Smith is shown signing on the dotted line, while Mr. Richards is at the left.



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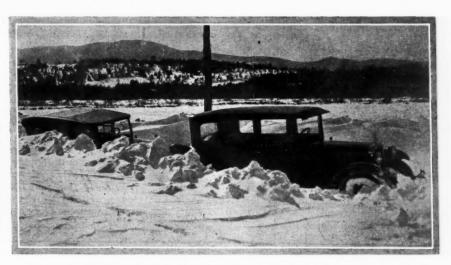
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TICKLING THE IVORIES. The secret of effective, and incidentally, profitable publicity, is in keeping one's name and product constantly in the public mind. An example of an unique stunt is contained in the above picture which shows Edouard Horemans, Belgian billiard champion, trying a masse shot on a Studebaker hood. Undoubtedly it takes a real champion to perform such a difficult feat as this. The photographer does not say whether he was successful, but at all events it was a mighty good publicity stunt for both him and the automobile involved.

A USED CAR PROBLEM. At the right we have a striking example of automotive vehicle senility. Seated in this incongruous looking chariot are Larry Semon and Dorothy Dwan, movie stars, who made a comedy feature entitled "Stop, Look and Listen" for which Larry spent \$1,500 to have a collapsible car made—and here it is.



MASTERING THE ELEMENTS. Battling through the worst blizzard New England has experienced, with one exception, in 27 years, two Nash-built Ajax stock cars made a successful journey from Boston to Ossipee, N. H., and return. The test was planned by four representatives of the distributor in Boston, who were instructed to find what the Ajax would do and to "break the cars up" if it could be done by hard driving.



Maintenance Sold on Flat Rate Basis Promotes Increased Profits in Shop

Edited By B. M. Ikert

Things That Help Flat Rate

Maintenance by the Mile

AGAIN a reader of Motor Age has asked about the feasibility of selling maintenance work on a yearly contract basis. There seems to be some agitation about this, but taken altogether the subject still is too embryonic to mold definite opinions. From information available many of the motor car manufacturers are against this form of selling maintenance. One reason advanced is that it breeds owner negligence creating much the same feeling as some car owners have when they know their cars are insured against fire, theft, property damage, collision and so on.

There are some things in favor of the yearly basis, or better yet, mileage basis. Usually where such a plan is being tried (principally on trucks) the truck or trucks so maintained must be driven at stated intervals into the shop for inspection, adjustment and lubrication. This is insisted upon and is done, of course, to forestall major repair operations resulting from improper handling and care of such a vehicle.

Motor car dealers who have expressed their opinions about the selling of maintenance on a mileage basis have favored the more or less usual plan of inspection and lubrication service together with their regular flat rate of selling minor and major repairs. Their



Installation of Accessories Made Easy

In the department for the installation of accessories on new cars at the Howard Automobile Company, San Francisco, there is a portable work table with tools and accessories which can be moved to any car greatly facilitating this work. This department is connected with the main stock room by means of a dump waiter and provided with intercommunicating telephone

claim is that this plan does not cost the owner as much as would be the case with a mileage of yearly contract arrangement and under this plan the car owner derives practically all the advantages that might accrue from a yearly or mileage contract.

The yearly or mileage basis for selling maintenance probably would work out better after the second and third year of ownership of a motor vehicle. The first year's cost of maintenance on a new car, other things being equal and aside from fuel, oil, etc., usually is not very much and consequently it is quite a job to sell a car owner on such a plan. After the second and third year he might be glad of the idea, feeling he is getting his money's worth.

FLAT RATES

for

Hudson-Essex Rear Axle and Differential Operations

Motor Age's Flat Rate Forum No. 55

	facturers'		m			
Officia				me	-	
		lson	Ess	ex 4	Ess	ex 6
D-1	General Rear Axle Overhaul. Includes inspec-					
	tion and replacement or adjustment of all					
	necessary parts. Use this operation when					
	it is necessary to replace housing assembly					
	for riveting or welding seams	hrs.	81/2	hrs.	$8\frac{1}{2}$	hrs.
D-2	Renew Ring Gear, Pinion Gear, Bearings and					
	Cups. Replace ring gear, pinion gear, bearings					
	and bearing cups, if necessary. Lubricate					
	pinion bearing and differential housing6	hrs.	6	hrs.	6	hrs.
D-3	Adjust Rear Axle Gears without removing gear					
	set assembly. Adjust pinion and ring gear2	hrs.	2	hrs.	2	hrs.
D-4	Renew Pinion Gear and Pinion Bearings. Does					
	not include operations on ring gear, differential					
	or differential bearings. Lubricate pinion bear-					
	ings and differential housing5	hrs.	5	hrs.	31/	hrs.
D-5	Remove End Play in Rear Axle Pinion. Remove		-		- / -	
	end play in rear axle by adjustment only 1/2	hr.	1/2	hr.	1/0	hr.
D-6	Tighten Rear Wheels on Axle Shafts	hr.		hr.		hr.
D-7	Renew Differential Carrier Gear Set Assembly.		/2		/20	****
	Remove old carrier from rear axle housing,					
	assemble new carrier to housing and lubricate 21/2	hrs.	21/	hes.	214	hru.
D-8	Adjust End Play in Axle Shafts and Renew Felt	311 191	- /2	111 194	-72	311 191
	Washers, Axle Shafts, Adjusting Nuts and					
	Bearings, if necessary1	hr.	1	he	1	hw
D-9	Renew Rear Wheel and Inspect Axle Shaft.	ш.		mr.		Hr.
	Replace shaft if bent and adjust end play11/4	To mer	11/	hann	11/	B-mer
D-10	Renew Axle Shaft	hrs.	1 74	hr.	1 74	
D-11	Tighten Rear Axle "U" Bolts	hr.			-	hr.
	Frozen Wheels. Add "A" to the above opera-	Hr.	1/2	hr.	1/2	hr.
	tion numbers and add additional time		4/		**	
	1/2	nr.	1/2	hr.	1/2	hr.

How the Cadillac Standardized Service Functions

The Cadillac system of standardized service charges conserves the time of the owner, insures quicker service and promotes the highest quality of workmanship. When a car is driven into the service station it is immediately inspected by a tester. At the completion of the inspection the owner is given a definite price on the work he authorizes. This price is the exact amount of the bill he receives, unless he later authorizes additional items. If, during the progress of the work, conditions are discovered which could not be ascertained in the test, and which warrant making further recommendations, the owner is called on the telephone and advised of the nature and cost of the work involved. When the job is completed the same tester who originally inspected the car gives it the outgoing test-a further precaution to make sure that the work ordered by the owner has been properly performed.

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The READERS' CLEARING HOUSE

Questions And Answers



On Dealers Problems

A Modern Oiling System —in 1912

Q—Some time ago I purchased a 1912 Everitt in perfect condition except for the lubrication system which had not been in use for eight years. The speedometer showed only 12,300 miles. I have tried every old time mechanic in Denver to get the dope on lubrication system and have failed so far. They all know it was some kind of vacuum system, but cannot give me the information on the missing part. This engine has an aluminum reservoir on the right side of the cylinder block with a brass pipe running down into the oil pan. There is no sub-pan or baffle of any kind in the crankcase.—C. J. Nettle, 3000 S. Emerson Street, Denver, Colo.

The oil pipe running from the oil reservoir should extend down into the crankcase to a point 313 in. below the milled surface of the cylinder casting that the lower crankcase fits up against. There should be an inner connection between the filler cap on the oil reservoir and a valve which permits oil to flow into the crankcase. When the filler cap is taken off of the oil reservoir the valve at the bottom of the oil tank automatically closes. At least it should close if the oiling system is in good condition. This is one thing that you should check up if you are using this system. With the valve closed three quarts of oil may be put into the tank. The cap should then be replaced on the tank.

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Allows Oil to Flow

When this is done it opens the valve and allows oil to flow down into the crankcase. When you take off the cover of the oil tank after waiting a few minutes you will find that all or most of the oil has run out. The tank should then be filled again and the process repeated. When the oil in the crankcase rises to a point where it covers up the opening at the bottom end of the tube which comes down from the oil tank you will find that no more oil will flow into the crankcase from the oil tank, assuming that the cover is on tight. While this system is called the vacuum system, it has no connection with the intake manifold. The only reason it is called a vacuum system is that the oil tank is kept tightly sealed so that no oil can run out except when the oil in the crankcase gets low. Then oil will run out of the pipe into the crankcase and air will work up through the same pipe into the oil reservoir. If a leak should develop in the oil tank so that the air could get in, it would mean that an unnecessary amount of oil would run into the crankcase and the engine would foul up and accummulate an unusual amount of carbon in the cylinders.

ALUMINUM EXPANDS FASTER

Q—It is said that aluminum pistons must be fit in the cylinders with more clearance than cast iron and therefore will slap until they are hot.—Pennsylvania Reader.

This is true to some extent with the plain type of aluminum piston. Some pistons of this type are used with inner rings to cause the piston to float between the cylinder walls. As the aluminum piston is right next to the greatest heat of combustion it should expand in a few revolutions and eliminate any slight tendency to slap. Aluminum pistons made with a split skirt can be fitted more closely and the recommendation of manufacturers should be followed.

Reason for Syphon Tubes In a Willys Knight

Q.—Explain the purpose of the syphon tube used in connection with each cylunder head in a Knight engine.—Tennessee Subscriber.

There is a portion of the water jacket around the spark plug in the cylinder head. If no syphon tube were used the water would not drain out of this water jacket when the radiator is drained and in cold weather the cylinder head would freeze up. The syphon tube permits the water in the cylinder jacket around the cylinder head to drain out along with the rest of the water.

Motor Age Readers' Clearing House Index

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Planning Your New Building

A Flexible Site Like This Is Unusual

Q.—Am contemplating building a garage, filling station and service station on lot indicated 50 by 180 ft. If necessary we can extend the building further to the rear, for the entire block belongs to us. Would like showroom large enough for three cars. Wash rack arranged so that when garage is filled with cars it can be easily gotten to. We shall be pleased to receive your suggestions.—Medford Motor Co., Medford, Okla.

How Much Storage Do You Want?

The question of whether you make your garage 180 ft. long or longer will rest almost entirely on the capacity you wish for storage. As it is, 180 ft. long will allow 18 cars without filling the aisle. By filling the aisle you can get in from six to ten more. If you want more capacity you could extend the back end of the garage further down the side street. If you want more service space, another row of cars can be placed similar to the ones shown on the other side of the doorway to the side street. If this is done it will probably be better to run

FIRST STEP IN ELIMINATING KNOCK FROM ENGINE

Q.—I have been working on a Stude-baker light six. I straightened connecting rod, tightened up connecting rod bearings and adjusted valves to .006 and .008, put in new timing chain and got the fan so it moves one quarter inch when pulling on generator shaft and yet it still has a knock in the motor. There is .012 in. end play in the crankshaft, in third bearing. Will that cause a knock? The car has been driven 8,000 miles, but not with the best kind of care. Main bearings are good except for end play.—Elmer Reed, 339 Colton avenue, Riverside, Calif.

You do not give us sufficient information regarding what you have done to the car and the first step toward eliminating the noise, you should remove all piston and rod assemblies, micrometer the pistons and note the fit of the rings in their grooves and note the condition of the piston pins for wear in the piston. Look for a loose flywheel and for a possible loose timing chain cover in front. If none of these suggestions enable you to eliminate the noise we would suggest that you refer to the May 22, 1924 issue of Motor Age on page 17 which gives a reference guide for the diagnosis and processes of elimination on engine noises. It is advisable to install a new No. 3 main bearing cap to reduce the clearance to about .006, but under ordinary conditions .012 in. end play should not give rise to the knock you speak of.

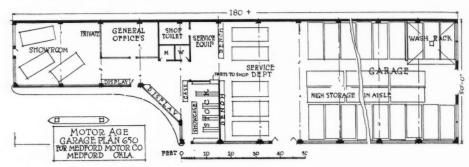
a partition across making the service department separate from the garage with a garage entrance on the rear side of the partition and the exit in the rear as we now have it.

We have not tried to condense the space or limit the space devoted to sales-room, office and stockroom, as you have not given us much of an idea of the space needed for these departments.

Even when the garage is full of cars

By Tom Wilder

the wash rack can be reached from the rear entrance, simply by moving out the cars stored upon the rack. The rack could be made still more accessible by building it across the aisle from its present location and installing a doorway opening directly upon it.



Here the side street, being a main highway, is as good as the main street, or better and such a corner provides a fine location

= Na READERS" CLEARING HOUSE =

LEGAL QUESTIONS ANSWERED

By Wellington Gustin



A Good Case

Q.—In the latter part of the month of September I left a car with a garage for storge. I asked him if I should drain the water from the motor, he told me it was not necessary as he kept fire in his garage day and night in the cold weather. He told another man who placed his car in his garage for a short time the same as he told me. However, he let the fire go out and my car froze up and bursted the motor block. Now what I want to know is if I can make the garage man pay for the fixing of the motor block.—B. E. Hudelston, Box No. 247, Montgomery, W. Va.

You have a right of action for damages based on the negligence of the garagekeeper in failing to keep the garage at temperature to prevent freezing of your motor as he knew of its condition. And you have a cause of action based on his promise to you to keep the garage so heated, if his promise can be shown to be the cause for your leaving the car with him under the conditions outlined. In other words if your agreement to store was on the provision that temperature to prevent freezing would be kept in the garage, then a failure to keep such a temperature was a breach of the provision. Your offer to drain the water from the motor should be sufficient evidence to show this provision

existed. So you should be able to recover under one of the grounds outlined if your facts can be proven as stated.

Collecting for Charges in Florida

Q.—Please advise how to collect for repairs made to automobile where owner fails to pay.—Aldernon-Boyer Motor Co., Tarpon Springs, Fla.

In Florida sale of an automobile for charges for repairs may be made without judicial proceedings after three months from the time the charges become due. Section 3521 paragraph 2 of the Revised General Statutes of Florida sets out the manner of sale. Sale must be at public auction for cash. Before such a sale the repairman must give public notice of the time and place of the sale by advertisement posted for 10 days in three public places in the county, one of which shall be at the court house, and another in some conspicuous part of his shop or place of business. After repr charges and expenses of sale, the proceeds of sale must be deposited with the clerk of the Circuit Court for the county, subject to the order of the person legally entitled thereto. This remedy does not preclude the usual means of suit on account or in equity to foreclose lien.

Answers to Readers' Questions

Truck Maintenance Across the Seas

Q.—Where is the proper place to adjust the governor on the GR 3½ ton White truck? Of what use is the screw on the top of the arm by the fan pulley? Give brief explanation of these governors?— Manual Texeira, Paia, Maui, Hawaii.

We are showing a sectional view of the governor in question. Part No. 18 is the one to turn to change the maximum speed. One way of turning it is to take off the cap at the top and use a long screwdriver. There are notches in speed adjustment No. 18 which make it possible to tap the screwdriver and turn the adjustment to either the right or left. Turning this adjustment clockwise so as to compress the spring will increase the speed. The screw which is item, No. 4 is supposed to be used merely to properly adjust the rod which connects with the carburetor throttle. However, turning this screw does have some effect on the maximum speed and can be used to vary the speed from 100 to 200 r.p.m.

Q.—What is the proper way to put piston rings into the cylinder blocks? How much clearance should the rings have on the end? Should all the rings have the same clearance?

Different Clearances Required

In a Ford car for example, the piston rings should have clearances of .003 in. .006 in. and .009 in., the small clearance being for the bottom ring and the large clearance being for the top ring. The reason is that the top ring, being closer to the combustion chamber expands more and needs more clearance. The amount of clearance to allow will be approximately proportional to the diameter of the cylinder, so that an engine with a larger bore should have a little more clearance. The piston rings should be fitted to the cylinder in which they will be used and then carefully applied in the right groove of the piston. One method is to put a piston into the cylinder bore, upside down, and then push the ring in until it rests on the lower edge of the piston which is in the up position. This applies to a cylinder having removable head. A thickness gage should be used to check the clearance at the end of the piston ring and on rings which are cut on a slant or angle care should be used to see that the piston ring is down tight against the end of the piston. Otherwise the rings may spring a certain amount and a wrong reading will be obtained with the thickness gage. With step cut rings this precaution is not necessary.

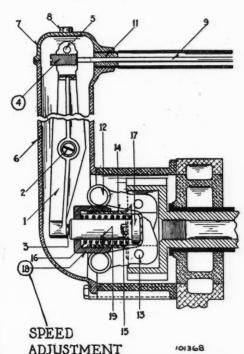
Q.—On a GK-2 ton White truck, if we release the compression it takes a long time to start the engine. If we do not touch the compression we can start the engine on one lift of the crank. The

valve clearance is .008 in. Everything else seems to be all right with the engine.

Possibly the valves or piston rings are leaking so that it is unnecessary to release the compression. It is also possible that releasing the compression lets too much of it escape so that the charge is no longer combustible. A gasoline mixture when poorly compressed is not very explosive and may not have enough explosive force to turn the engine over. The valve clearance should be .012 in.

Q.—We have five White trucks. Every now and then one of these burns out connecting rod bearings and when it does it is always one and two at the same time. The babbitt does not look as if it is burned. It comes out in little sheets. What kind of babbitt would you suggest? Oil lines are all clear and when the engine is hot the oil pressure shows from 15 to 20 pounds.

We recommend your checking the main bearings for if they are loose the oil will all come out of the main bearings and there will not be enough flowing to the connecting rod bearings. It is also possible on model GK that the baffle plate is loose on the shaft. You might try pumping oil through the oiling system to see if it comes in small amounts from the main and connecting rod bearings. If it comes in a flood from one of the bearings it shows that bearing to be poorly fitted. Medium grade oil should be used on these trucks. Any good grade of babbitt should give service. Concerns handling connecting rod work can also be of assistance to you.



Speed governor used on White trucks

Cleaning Lime Deposits From the Radiator

Q—When soda and lye solutions do not clean out a radiator, what will do it? Could you give the muriatic acid solution that will clean it? The water here is alkaline and is hard on any metal. This radiator has had quite a bit of anti-leak used in it.—Karl Bayer, Fairmount, Okla.

In many cases no solution known will clean out radiators. However, where the deposit is of an alkaline nature, it is well to try muriatic acid using a solution composed of half acid and half water. Of course great care should be used to see that the solution does not get on finished parts of the car. The cooling system can be filled and then the engine run slowly until the system is quite hot. The acid should then be drained out and the radiator filled with a solution of soda and water so as to neutralize any free acid that may be left in the radiator, and cooling system. This should then be drained and clear water put in. We will give you by separate letter the name of compound which is also used for cleaning radiators. If this fails then a new core is required.

Q—How can one resilver reflectors using storage batteries for the electro plating current, also for nickel plating. Give the solution or name of book if you can, giving this information.

We will give the name of the concern (by mail) which not only makes electroplating equipment, but also has a catalog giving information along these lines. Plating is quite a business and requires some preparation and equipment and training. While low voltage current is used, we doubt if it would be satisfactory to use storage batteries, as they would soon discharge and would prove unreliable in service. The low voltage generator is always considered essential in doing this work.

DATA ON ENGINE VALVES

Q.—What are the different types of valves now used on automobiles?—Tennessee Subscriber.

Poppet and sleeve valves.

Q.—Are rotary valves being used in automobiles now?

No, at least none in cars in regular production.

Q.—Have rotary valves ever been successfully used?

Not commercially.

 $Q.{\longleftarrow}What$ is the principle of the rotary valve?

The rotation of a cylinder serves to complete a passageway between the intake manifold and the cylinder which needs fuel. The same cylinder is usually depended upon to make connection between the cylinder and the exhaust line after the firing stroke has occurred.

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Answers to Readers' Questions

Which Wheel Drives Most on a Curve

Q.—Kindly give me an answer to a question on the differential. When a car is turning the corner which wheel, inside or outside, is pulling and why?—O. E. Sandberg, Racine, Wis.

The force exerted by the surface of the tire on the road is the same on each wheel regardless of whether the car is going straight or is turning around a curve. We have shown a diagram which gives a sectional view of the differential, some construction details such as bearings have been omitted. The whole assembly shown is always mounted inside of the axle housing. The drive pinion is on the end of the propeller shaft which comes back from the transmission. From the drive pinion rotation is transmitted to the ring gear which is inside the axle housing, but is mounted outside of the differential case. Rotation of the ring gear turns the whole differential case, which is mounted on bearings.

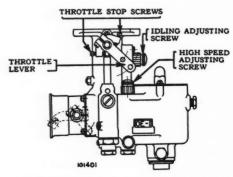
Four Differential Pinions

Inside the differential case are usually four differential pinions, two of which are shown in the sketch. As these mesh with the two differential gears and as the whole case rotates, they necessarily transmit that rotation to the differential gears and hence to the axle shaft. If you balance a 10 foot board across a fence and then put an equal weight at each edge the board will still balance. This is due to the fact that the weight multiplied by the distance around the pivot point is the same, trying to produce rotation in each direction. We can also look at the differential pinion as a board balanced on a fence.

The bearing A represents the pivot or balance point and the pressure at B and C represent the weight out at the end of the board. There is a general rule in machanics that if there is no rotation of a member such as a differential pinion that the forces must be balanced. That means that when the car is going straight along a road that the balancing of forces B and C will produce no rotation of the differential pinion, or conversely there being no rotation of this pinion the forces B and C must be equal. Therefore the force transmitted through the wheels also must be equal.

Now we will take the other case where we are going around a curve to the left and the right hand wheel is turning 500 r.p.m. and the left hand wheel 300 r.p.m. There will be some rotation of the differential pinion, but after the car has begun to go around the curve and is

going around a curvature of constant radius then we will for a short time have a constant speed for all the gears. Assume, for example, that due to the ratio of the number of teeth between the differential pinion and the differential gear that the differential pinion is rotating 200 r.p.m. but that this speed is constant. This means that there is no force either tending to accelerate or reduce this rate of rotation. Then again the forces B and C must be balanced and we have equal forces acting between the tire and the road.

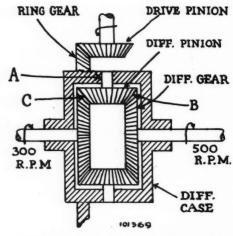


With this carburetor a steady hiss when idling shows proper adjustment

REBABBITTING BRONZE BACK BEARINGS

Q—How can one successfully rebabbitt the bronze back bearings so as to make the babbitt adhere to the brass or bronze? —Karl Bayer, Fairmount, Okla.

Trouble in making the babbitt stick is doubtless due to failure to tin the surface first or else is due to having dirt in the babbitt or to having the babbitt too cold. Motor Age at one time ran an article on this subject and we are sending you by separate letter typewritten copy of this article.



Sectional diagram showing differential action

Adjusting Stromberg Carburetor on Studebaker

Q—Being a constant reader of MOTOR AGE I would like to have you explain the adjustments of the Stromberg carburetor used on 1924 Studebaker light six.—Irwin B. Schlosser, 111 W. Monroe Street, Chicago, Ill.

An illustration is given which shows the adjustment of this carburetor. High speed adjustment is controlled by the needle at the side of the float chamber. Turning it counter-clockwise gives a richer mixture and clockwise gives a leaner mixture. To make the adjustment, advance the spark lever and set the throttle lever to give an engine speed corresponding to a car speed of about 25 m.p.h. Turn the high speed needle down until the engine misses and then back to the minimum opening that will give the greatest motor speed, for that throttle opening.

The idling adjustment is controlled by a needle located just below the carburetor flange. Turning it counterclockwise gives a leaner mixture while clockwise gives a richer mixture. make the adjustment, retard the spark and throttle lever and turn the adjusting screw out until the engine misses. Then set it back slowly until the engine hits perfectly. When the engine is idling properly there should be a steady hiss in the carburetor. Care should be taken to see that the choke valve is adjusted so that it is fully closed when the button on the instrument board is pulled out and wide open when the button is pushed all the way in.

EXHAUST VALVE RIGHT, INTAKE MUST BE

Q.—How should the valves of a Willys Knight eight cylinder car be timed? The car was made in 1919. We can get the exhaust valve to close at the right time, but the intake valve will not close until the piston is up on the compression stroke to within one inch of upper dead center.—Kallio & Newell, Red Lodge, Mont.

Experts on Knight engines say it is impossible to get the inlet valve timed wrong if the exhaust valve is timed right. We accordingly feel there must be some mistake in your observation. To check the timing remove the exhaust manifold from the left hand cylinder block and introduce a small electric light through the spark plug hole in the No. 1 cylinder. Turn the engine in the normal direction until the exhaust port just closes. This will be the instant at which you can no longer see the light in the cylinder when looking through the exhaust port. Now check up by referring to the flywheel marking. At this instant the mark 1-4 L on the flywheel should be in exact align. ment with the guide mark on the rear end of the crankcase. If this checks up as indicated the timing is correct.

Clearing Up Electrical Troubles

Charging 18 Volt Battery With a 40 Volt Generator

Q .- Having been a constant reader of your paper for several years I am taking the advantage of writing to you for some information. My problem is this, I have an 18 volt battery which I wish to charge with a 40 volt generator. This will not be taken out of use while being charged. Will it not be necessary to place a cutout in the line between the generator and battery so as to prevent any discharge of the battery back through the generator when the generator stops? The generator delivers 8 amperes at 40 volts, at full load speed of 2,500 r.p.m. Give instructions and diagram showing hook-up and installation of cutout and ammeter. Also state where I could secure a cutout .-O. F. Freed, Huxley, Iowa.

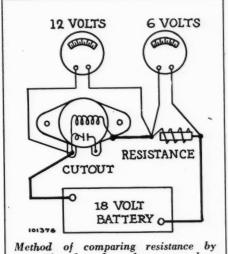
We are showing two diagrams. One shows your generator connected up to an ammeter, a 12 volt cutout, a resistance unit and a battery, there also being a resistance or rheostat shown in connection with the 40 volt generator. We would recommend your using a 12 volt cutout as we do not believe you can locate an 18 volt cutout commercially. You should be able to locate a 12 volt cutout at any good electrical service station or you should be able to get it through your electrical jobber.

Adapting for Use on 18 Volts

It will then be necessary to wind up a resistance unit of very fine iron or German silver wire so as to adapt the cutout for use on 18 volts. It will then be necessary to test the unit after you have guessed at the first one to see whether it is right or not. To do this connect up the resistance unit in series with the cutout as shown in one of the illustrations where the two voltmeters are indicated. When the resistance is correct it will have half the resistance of the fine winding in the 12 volt cutout. According when you send the same current through both you will have half the voltage across the resistance that you have across the cutout. You can use one voltmeter instead of two and first take a reading as shown at the left and then as shown at the right. If for example you get 15 volts at the left and only 3 volts at the right it shows that you have one fifth of the resistance instead of one half, and you will have to put on a little over twice as much wire to get enough resistance. On the other hand if the reading of the right hand voltmeter is more than 1/2 the reading of the left hand meter it means that you have too much wire on your resistance coil. When you have the coil approximately right you can connect it Edited by A. H. Packer

up as shown in the other diagram at the bottom of this page.

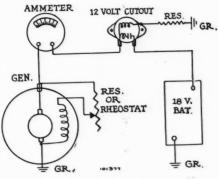
In this diagram there are three ground symbols shown but if you do not wish to use a grounded system you can connect these three points together. You can try running the outfit without any resistance in the field circuit of your 40 volt generator for as soon as the cutout points close the 18 volt battery will be connected to the generator and the voltage cannot rise much above that point. Also having a low voltage across the shunt field of your generator you may find that the current is held down sufficiently. On the other hand if you need



measuring the voltage drop across them

to reduce the current still further you can put in a resistance or rheostat in the field of the generator as indicated.

If a rheostat is made up, german silver wire or nichrome wire could be used. Iron wire will work but changes its resistance considerably as it gets hot.



Fixing up a 12-volt cutout to operate on 18 volts

Series Stop Light Pilot Requires Special Bulb

Q. I am sending you a diagram of a stop light for a car which has a pilot light located in the dash, this pilot light acting as a signal to indicate if the stop light is working properly or not. The two lights are connected in series so that the same current flows through each. I have a 6-8 volt 2-candle power bulb in the pilot light and a 6-8 volt 15-candle power bulb in the stop light. These do not seem to balance up right. Is there any way I could figure this out to get these lights properly balanced? The way they are now the bulb on the dash lights up brightly while the other one is nearly out. George Wm. Whitcher, Jr., 43 E. Main street, Rochester, N. Y.

When two lights are put in series they divide the voltage between them, the light which has the highest resistance taking the most voltage. Accordingly if two lights are exactly alike and are connected to a 6 volt battery, each one will have three volts across it. It is for this reason that special 3-4 volt lamps are used when a dash light and tail light are connected in series. These lamps being especially designed to operate on this low voltage work all right, whereas two lamps of higher voltage connected in series would be dim. When you try to use lamps that are not alike you run into a more complicated problem. To have perfect operation the two lamps should be designed to work on the same current. For example if the bulb in the stop light were designed to draw two amperes at 5 volts and the bulb in the pilot light were designed to draw two amperes at one volt you would have a combination which would work perfectly. The stop light drawing about 2 amperes and operating on 6 volts is near enough to the 5 volt requirement just mentioned. The small 2 candle power 6 volt light, however, is entirely wrong for the use to which you are putting it. We have been in touch with Chicago representatives of two large lamp companies and they do not know of any bulb designed for this purpose. As a compromise we suggest your using a 3-4 volt 2 candle power bulb in the dash and a 6-8 volt 4 candle power bulb in the stop light.

SPRING THE BRUSH HOLDER SAYS READER

Q.-In regard to the electrical trouble of Marx & Stampa of Cedarburg, Wis, as mentioned on page 45 of the Feb. 4, 1926 issue of Motor Age, would suggest that they try the angularity of the brushes and by springing the holder into different positions try to find a position where the brush does not squeak. Another suggestion is to use a new holder which we have often found will eliminate the trouble.-Blaine Page, Schweers Hardware Co., Shawano, Wis.

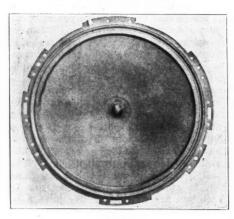
ATTRACTIVE OFFERINGS HERE

Vesta Trickle Charger

A NEW charger which always keeps the A battery of a radio set in a fully charged condition is being put on the market by the Vesta Battery Corporation of Chicago. The unit comprises a transformer and a cell, installed in separate compartments of a heavy glass jar. The transformer steps the voltage down and the electrolytic cell is connected in series between the battery and transformer and allows the current to go in but one direction. This property is due to the use of tantalum immersed in sulphuric acid. The other electrode of the cell is lead. The device is said to meet practically all conditions of service encountered in the use of radio sets, the input and output about balancing when a set is used four



Vesta Trickle Charger



Tilt-O-Lite



R. & B. Brake Mechanism

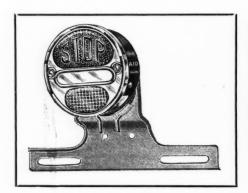
or five hours a day, while if used for less time, the result is only a slight overcharge at such a low rate that i is beneficial to the battery. The retail price is \$10.00.

New Drednaut Jacks

 $T_{
m Joseph,\ Mich.,\ has\ added\ to\ its\ line}^{
m HE\ Auto\ Specialties\ Mfg.\ Co.,\ St.}$ what are known as No. 50 and No. 54 Drednaut jacks. The former is a light pressed steel ratchet jack built of steel throughout operated by a 16 in. flat steel handle. The lifting unit automatically returns to its low height as soon as the load is removed from the jack. It has a lift from 91/2 in. to 151/2 in., weighs 31/2 lbs. and has a lifting capacity of 2.000 lbs. The No. 54 also is an all steel jack although considerably heavier but with the same principles and general design as the No. 50. It is provided with an adjustable side step which gives a minimum low height of 4 in., making it especially adaptable for use with balloon tires. This jack is operated by a 30 in. folding steel handle and has a lift from 10 to 17 in. and a capacity of 3,000 lbs. No. 50 lists at \$1.25; and No. 54

Half-Minute Band 'Justers

HALF-MINUTE Band 'Justers for Ford cars and trucks are made by the Century Engineering Corp., Newark, N. J., and sold through the Sleicher Corporation, 17 West 60th Street, New York City. This equipment is designed to permit quick adjustment of transmission and brake bands without leaving the drivers seat or stopping the car. It replaces the regular Ford transmission plate and band adjustment nuts. Adjustments are accomplished with a special key or with a screwdriver which instrument is applied to the slotted tops of the 'juster stems that are level with the floorhead which is bored to receive The entire assembly is interchangeable in all Ford cars and trucks, so any outfit can be transferred from one model to another. Retail price \$7.50.



Aid Ford Combination Lamp

Aid Ford Combination Lamp

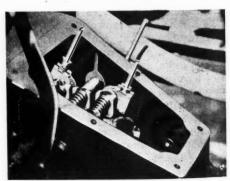
A ID Manufacturing Company, 2625-31 Stewart avenue, Chicago, offers the trade for Ford owners a combination stop and tail light with a special bracket to fit any Ford license bracket. The body is made of steel, black enameled. The front of brass, nickel plated and polished. Equipped with 6-8 single contact bulbs. Installation requires no drilling. Furnished with red, green or amber stop lens. The lamp is delivered with switch, wire and accessories for installing, is designated as Model No. 750 and lists at \$3.50.

R. & B. Brake Mechanism

WHAT is known as the R. & B. Brake Mechanism for Fords is a special attachment being manufactured by C. W. Hollingsworth, Marshalltown, Iowa. It is claimed that this attachment will prevent the car from creeping ahead when the car is being started in addition to improving its braking efficiency generally. Two malleable castings which comprise the R. & B. mechanism and which are attached to the standard brake arrangement serve to improve the braking control in a manner to obtain the results described. The retail price is \$2.75.

Tilt-0-Lites

TILT-O-LITES are made by the Yeager Tilt-O-Lite Company, Columbus, O. They are electrically operated tilting reflectors designed for replacement of other reflectors already in service. When another vehicle is approaching instead of dimming the driver equipped with this device "tilts" his light so that the glare is eliminated from the approaching driver's line of vision. At the same time the light is said to pleasingly illuminate the road ahead. Tilt-O-Lites are controlled by a convenient switch. The lights may be dimmed for parking and perform as before with the tilting in addition. List price \$20. Installation extra.



Half Minute Band 'Justers

FOR THE ACCESSORY STORE

Fil-Traps

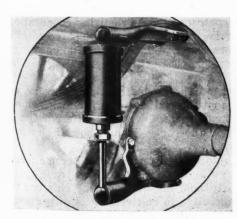
FIL-TRAP filters, manufactured by the Tillotson Mfg. Co., Toledo, O., are made in two designs, one being on the vacuum principle and the other a gravity model. The former is attached before the vacuum tank in the fuel intake and the latter after the vacuum tank. Both designs are said to do effective work in separating water and any impurities from the fuel. In the vacuum type a 200 mesh monel metal filtering element is used, this filter operating under suction. In the gravity type a 130 mesh monel filtering cloth disk is provided. Both types are provided with glass bowls, with die cast bodies. The filters are packed 10 or more to the container, shipment including a counter display card or easel picturing Fil-Traps as attached to the vacuum tank, above and below; also envelope stuffers which can bear the dealer's name. The vacuum type retails at \$3 and the gravity type at \$2.

Lang Double Check

CCORDING to the makers of the Lang A CCORDING to the makers of the Double Check, the Delphos Mfg. Co., Delphos, Ohio, this installation combines both the qualities of shock absorber and check. The absorbing feature is accomplished with two coil springs, while the recoil is controlled by an air cushion. The device is enclosed in a malleable iron case, well lubricated. It operates on the principle of smooth friction. Installation is said to be simple and no boring is necessary. Set of four priced at \$15.

LeCompte Oil Gage for Fords

LE COMPTE Mfg. Co., 280 Badger Ave., Newark, N. J., has developed an oil gage for Ford cars, known as the "Le Co. Ef-Ford-Less Oil Gage," which simplifies the manner of ascertaining oil supply. It is attached in place of the upper potcock on the crankcase with the handle extending through the splash apron. Pulling this handle will determine the oil level. List price, 75 cents. A two color display card is furnished the dealer with every twelve gages. The LeCompte company also has a new crankcase support bracket catalogued



Areoflex Stablizer

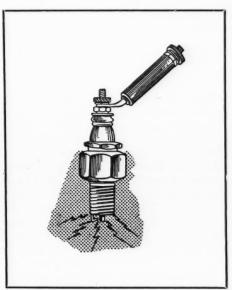
as No. 400. This is used in repairing broken crankcase arms on Ford cars and trucks and is said to materially reduce installation time. Installation instructions are supplied with each bracket. List, \$1.00.

E-Vap-0 Crankcase Heater

INSURANCE of perfect circulation of oil in winter is claimed for the E-Vap-O Crankcase Heater by the makers, Harvey E. Mack Co., 1229 Harmon Place, Minneapolis, Minn. A long cylindrical drum, half submerged in the oil, is brazed into the crankcase and connected with the exhaust manifold directly back of the engine. The hot exhaust vaporizes any moisture in the oil as it is splashed on the drum, the crankcase being kept constantly warm. Gasoline finding its way into the crankcase also is vaporized by this hot drum, passing it out through the "breather pipe." The action is automatic and once connected the device is said to require no attention. At the end of cold weather it can be disconnected at the exhaust manifold, the drum remaining in place the year around.

Spark Plug Amplifier

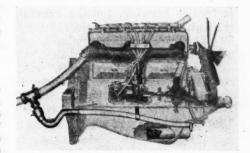
STANDARD Automotive Products Company, 4 East Redwood St., Baltimore, Md., is manufacturer of the "Sure-Fire Vacuum Tube Spark Plug Amplifier." The electric current passing through the amplifier burns out the oxygen in the tube, creating a partial vacuum and at the same time increasing the voltage and potential as well as delivering a more positive hot spark, the makers say. Exploding the combustible mixture in the cylinder with this device is said to be more complete and instantaneous than ordinarily. The retail price is \$2 for set of four and \$3 for set of six.



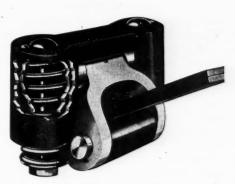
Sure-Fire Spark Plug Amplifier

Aeroflex Stabilizer

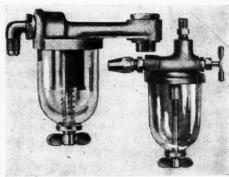
THE free air principle for controlling shock and rebound is made use of in the Aeroflex Stabilizer put on the market by the Detroit Aeroflex Stabilizer Company. Air is captured, confined and utilized in exact amount to give cushioning effect in proportion to the road shock encountered. It is then released again automatically in the right amount and at the right time to check the rebound. Installation is simple and does not require the drilling of holes. One stabilizer is mounted in front in the center of the front axle and the other at the rear between the frame and the rear axle housing. These stabilizers require no lubricating, adjustment or attention of any kind. They do not make use of oil, water, glycerin or any liquid, nor are there any cable straps, springs, or cords. The address of the company is 439 East Fort Street, Detroit, Mich.



E-Vap-O Crankcase Heater



Lang Double Check



"Fil-Traps"-vacuum and gravity types

Bill Fixit's Trouble Shooters at Work

(Continued from page 15)

inal where the battery circuit meets the other two circuits. This will make it hard for the generator current to go through the battery and hard for the battery to act as a regulator in protecting the lamps. The result will be burnt out lamps.

"Now suppose the lamp circuit has a poor connection in it. It will not prevent the generator charging the battery, but will merely affect the lamps, making them dim. A corroded point in a lamp socket or a fuse making poor contact with its clips or a switch with weak fingers would cause such a condition.

Wire May Be Broken

"The third possibility is a poor contact in the generator circuit. It might be a wire broken where it is soldered to the terminal. It might be a cutout poorly grounded so that it does not cut in, and the generator although producing voltage does not become connected to the battery

"This condition would obviously not affect the lights. In the first place the generator current cannot get to the lights and in the second place the trouble has not disconnected the lights from the voltage regulator, the battery. With no place to send current, however, there is trouble brewing, for the generator output will all go through its own shunt field, raising the voltage to perhaps 30 or 40 volts which produces enough heat to quickly burn out the armature and field windings."

"That all sounds very nice," said Valvy to whom the circle stunt was as new as it was to Barney. "But what

does it mean on this bus of Sam Wheaton's?"

"That's for you and Barney to find out," said Red. "But I will show you what it means on a diagram or two." And the Red Head fished out his trusty service manual. "Take a look at this 1926 Diana diagram, for example,

and see if you can tell the point on the diagram that corresponds to the center."

"It's somewhere on the ammeter," said Barney, taking a random guess.

in

"Yes, but which terminal?" said Red.

"The right one," said Valvy.

"The left," said Barney.

"How about the screw that holds it to the instrument board?" said the Red Head beginning to get sarcastic. "See if you can't take a good look and really see where the three circuits meet."

"Barney's right," said Valvy. "From that point we go off to the left to the generator, down to the lighting switch, with another wire down to ignition, while the battery circuit includes the connection through the ammeter itself."

"Now try another," said Red. "Look at this 1926 Special Six Nash diagram and see where you get off."

"Doesn't look like the ammeter, this time," said Barney, beginning to get the hang of it. Valvy, too, was beginning to use his eyes a bit in advance of his tongue.

"It's that three fingered dingus," he shouted, confident this time he was on the trail.

"Much better," said Red. "From this switch contact we trace through the No. 2 switch terminal to the generator, through No. 1 to battery, through No. 3 to ignition and down through the circuit breaker to the lighting circuits.

"Now tackle Sam Wheaton's car as soon as you have planned your attack with the aid of a diagram and see how soon your voltmeter will run down the trouble."

"Go-Getters" in Small Town Win Sales Contest

(Continued from page 13)

calls, personal visits and telegrams which came from the

Munson brothers and their supporters.

During the final two weeks of the contest, the "Munson Derby" was staged. A gold watch was offered to any member of the organization, not a salesman, who turned in a prospect not previously worked and was sold a new car. The salesmen to win a watch had to sell five new It was this derby that was responsible for 28 cars being driven away from the factory during the final week of the grand contest.

On the last day, both brothers were at the factory early and conferred with those in charge of the contest. Learning what cars were needed to cinch the contest they ordered them and then phoned their offices what cars they had. All were sold before they reached their own city limits. Here was a sample of how the entire organ-

ization worked together.

Warsaw was never canvassed so thoroughly in its history as it was during the Derby. The bank where the Munson Brothers transact their business has eight employes. Seven of them had bought cars, either a Willys-Knight or an Overland. The eighth stuck to his old car. But it wasn't long before Burr Munson found a buyer for it, arranged a deal and sold it to a fellow townsman. Then he disposed of a new car to the old owner and made the bank 100 per cent customers.

The steps which the organization followed during the Derby are not new, Burr Munson says. They are the ones which they have followed for some time, although

they have been improved upon gradually. The Derby was just an added incentive and it showed them what could be done. It further proved that there are prospects in every town that can't be found unless dug out by hard work.

Contact Important Sales Asset

(Continued from page 11)

Louis Ford dealers, which it might be said also maintains a highly efficient contact system. The plan has been very successful in bringing in new service business.

The Johnson plan begins with sending a letter to the owner shortly after the car has been purchased thanking the customer for his patronage and promising cooperation in keeping the new car in order. A pamphlet goes with the letter which offers many valuable service suggestions covering simple attentions that the owner can give the car himself.

But the best part of the system is in the work of Dan Todd, the company's specializing contact man, whose business it is to call on the new owner at different times and see what condition the car is in and how the owner

is getting along with it.

From now on the automobile merchant will become more and more involved in a fight to "hold his own trade" just as the grocer fights to hold his own trade. This condition will make it imperative to cultivate close owner contacts. It is one of the things that will come with the automobile trade's stabilization.

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EDITORIAL,

The Men in the Shop

THE automotive industry has long been an outstanding example of a great business in which workmen have been almost universally employed under open shop conditions. At the same time it has been an industry of high wages and good working conditions. The men have been satisfied and efficient with the result that the cost of producing motor vehicles has been steadily reduced until today there is no other manufactured product that the consumer can buy so much of for his 1913 dollar. And among the greatest users of automobiles are the skilled workmen not only in the automotive industry but in practically all trades and industries.

From time to time efforts have been made to impose closed shop conditions on the automotive industry. These efforts have been directed especially at the garages and service stations engaged in the repair and maintenance of motor vehicles. Up to this time they have not been very successful, but now dealers and shop proprietors in some sections are somewhat worried by the progress

being made by professional organizers.

There is really no cause to worry if the shop proprietors will take care to see that their workmen are given the opportunity to make good wages under healthful and happy conditions. Mechanics and other shop employees who have the opportunity to increase their earnings in proportion to their own industry and who are provided with clean and warm places to work will quickly dispose of any professional organizer who comes along with a scheme to levy tribute upon their earnings. It is the poorly paid and dissatisfied workers who are responsive subjects for the professional organizer to work upon.

The shop proprietors have it in their power to write their own answer to the proposition of open or closed shop.

"Why folks leave home." In some cases they find more room in the automobile than in their kitchenette apartments.

Parts for Everybody

REPAIR parts made by Dodge Brothers, Inc., for Dodge Brothers vehicles are to be made available to all reputable garages and repair shops. Under a new policy just announced the Dodge Brothers company will permit all repair shops of standing to purchase Dodge Brothers repair parts at a liberal discount, thus enabling them to handle these parts on a profitable basis.

This policy was long ago adopted by Ford and is one that helped build up public confidence in the ability

to get "Ford service anywhere."

In recent years the restrictive distribution policies adopted by many of the automobile manufacturers with regard to repair parts seriously hampered the adequate maintenance of cars in the hands of owners. There soon grew up, however, a group of high grade manufacturers of parts for use in servicing various makes of cars, and as public confidence in these parts grew, so

grew the business of the manufacturers and the repair shops. Today the manufacturers specializing in the production of high grade parts are doing a tremendous business and they, in cooperation with the independent repair shops and service stations found throughout the country, are making it possible for many owners to get continuous service from their vehicles, who might otherwise be deprived of them for lengthy periods while waiting for repair parts.

The owner will be served and it is good business to serve him well.

The real "balance of power," automotively speaking, is the bank balance.

Used Car Protection

LLINOIS automobile dealers have protested against the use of the conditional sales contract as a means of security for the dealer and finance company in the case of time payment sales. Heretofore the chattel mortgage has been the most widely used form of security in such sales. The fact that a chattel mortgage was recorded made it possible for a dealer to soon determine whether or not an owner had a clear title to the vehicle he was offering in trade. It is contended that the conditional sales contract cannot be so easily checked up.

It is admitted, however, by most dealers that used cars are taken in trade upon the word of the owner that he has a clear title. Nevertheless, these dealers assert, the common knowledge of the seriousness of the offense of disposing of mortgaged property acted as an almost 100 per cent deterrent in preventing owners from trying to trade in as clear cars on which the mort-

gages were still unsatisfied.

It seems, however, that the continual sales contract is coming more and more into use because it is simpler and cheaper. Under these circumstances the Illinois dealers have tried to devise a method of protection from the dishonest owner and they have, through their state association, drafted certain forms that they recommend all dealers to use in connection with the taking in of cars the title to which might be in doubt. This is a worthy service to the trade by a dealers' association.

Operation and Maintenance

READERS of Chilton Class Journal Co. publications will be interested to learn that, beginning with the May issue, Motor Transport, the publication for truck and bus operators, will be called Operation & Maintenance. Operation & Maintenance will be edited for both the bus and truck operators, as has been the case with Motor Transport, and an expanded editorial policy has been developed that will even more adequately serve the needs of this branch of the industry.

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STIMULATION OF SALES EXPECTED

Many Car Builders Will Absorb Tax Cut at Once

Reaction in Stock Market Is Discounted as Being Wholly Technical

NEW YORK, Mar. 10.—Stimulation of motor car sales is exected to follow the reductions in delivered prices announced by many of the manufacturers in consequence of the signing of the new revenue bill. Although the lowering of the tax on automobiles from 5 to 3 per cent does not become effective until March 29, the producers in most cases, to avoid any slackness in sales during the intervening period, have agreed to anticipate the reduction.

These cuts in delivered prices average about \$11, this figure being based on the average price of all automobiles sold, but the reductions on the more expensive cars go to more than \$100.

A rather high sales level during March is needed to keep the industry in sound condition as to stocks of unsold cars, in view of the large output of vehicles in February and the record rate at which a majority of the large producers are turning out cars this month. Sales in February were satisfactory, considering the season of year, but the heavy snowstorms were strongly unfavorable factors in some sections of the country.

Good business throughout the south served to counteract the slackness observed in the north. With the return of open weather generally, it will be soon possible to gage more definitely the market possibilities in the rural sections above the Mason and Dixon line.

The stock market was regarded as without direct significance for the automobile industry, whose leaders are convinced that the business of the country is on a sound basis and should continue prosperous indefinitely. The market decline, in other words, is regarded as wholly technical. The proportion of motor car buyers who speculate in stocks, and who therefore might have suffered losses that would damage their purchasing power, is not considered large. The expansion of time selling has reached millions of persons who never think of stock market operating.

Stutz Explains Demonstrating

INDIANAPOLIS, March 6.—A profusely illustrated booklet describing in detail the process of demonstrating an automobile to a prospective buyer, with special reference to the New Stutz, has been published by the Stutz Motor Car Co. of America, Inc. The booklet was written by Bert Dingley, head of the Stutz service department, and formerly

a racing driver of note. The mechanical preparation of the car for the demonstration and the handling of it on the road are fully covered in special chapters. The whole process of the salesman's conduct of the demonstration is described.

Glancy Meets Western Dealers

PORTLAND, Ore., March 6.—A. R. Glancy of Pontiac, Mich., president and general manager of the Oakland Motor Car Company, this week was a guest of R. Knox Roberts, local distributor for Oakland and Pontiac cars. During his stay here a two-day dealer meeting was held at the instigation of T. E. McMeans, northwest district manager, at which all Washington and Oregon dealers were

A. A. A. Standings

WASHINGTON, March 6.—The following table shows the standings of race drivers under auspices of the American Automobile Association thus far in 1926:

river	Points
1. DePaolo	600
2. Hartz	320
3. McDonogh	170
4. Elliott	
5. Hill, Bennett	52
6. DeVore	35
7. Jones	25
8. Shattue	15
9. Evans	10

Martin-Parry Heads Tour

YORK, Pa., March 6.—F. M. Small, president, and R. P. Henderson, general sales manager of Martin-Parry Corporation, have gone to California on a month's business trip. On the way out, they visited the Martin-Parry branch assembling plants at Portland and Seattle. The itinerary for the return trip includes stop-overs at 10 or 12 western and midwestern branches. Most of the time in California will be spent at the San Francisco and Los Angeles assembling plants.

Visit Dunlop Mill

UTICA, N. Y., March 6.—With the idea of acquainting the men in the field more fully with the preparation of the "twists" that go into the manufacture of a Dunlop tire, all of the divisional sales managers recently inspected the Dunlop spinning mill at Utica. They were the guests of R. E. Hatfield, general manager, and of Superintendent Dunham, of the Utica mill at a dinner at the Hotel Utica following an inspection of the plant.

Johnson Takes Rickenbacker

SPRINGFIELD, Mass., March 6.—Alger G. Johnson has been appointed distributor for the Rickenbacker in Springfield territory, and has opened a show room here.

February Output Placed At 364,618 by N. A. C. C.

Total Is 15 Per Cent Ahead of January and 27 Per Cent Above February, 1925

NEW YORK, March 6.—Based on shipping reports filed at the N. A. C. C. directors meeting February production was 364,618 cars and trucks or 15 per cent ahead of January this year and 27 per cent larger than February, 1925.

Production figures for recent months compared with recent years are:

1926	1925	1924	1923
January314,994	341,062	324,565	249,423
February 364,618	287,213	376,370	283,657
677.612	528,875	700.935	533.080

These figures show that while production so far this year is 150,737 ahead of the same period last year and 146,532 larger than the first two months of 1923 it is 21,323 behind the 1924 period. It should be remembered that 1925 turned out to be the industry's record production year and that the total for 1924 showed considerable falling off from the total for 1923, the previous record year. It is also interesting to note that whereas peak production was reached in May in 1923 and in April 1924, in 1925 it was not reached until October.

While heavy snow slowed up February sales in some places, active snow removal in various states made this much less of a factor in most parts of the country than hitherto. Another element in maintaining winter demand is the large amount of touring below the Mason and Dixon Line. Florida sales have not played a very large part in the southern total, but registrations in all southern states in the aggregate are increasing more rapidly, according to the N. A. C. C., than in any other part of the country and gains are particularly strong at this time of year.

The Chamber regards the Dixie trade, along with the export market, as one of the most promising fields of new business

Wilson Builds Stutz Bodies

MOLINE, Ill., March 6.—The E. H. Wilson Manufacturing Company has closed a contract with the Stutz Motor Car Co. of America, Inc., for bodies. This new business, it is stated by company officials, coupled with large orders recently received from Marmon and Yellow Cab, represents more than \$1,000,000, and assures the company a six smonth capacity production. The Wilson company will make bodies for the new Stutz seven-passenger and two other models. One hundred twenty-five men have been added to the working force.

Dodge Brothers Has New Plan for Service Parts

Genuine Replacements Soon Will Be Available at All Reputable Repair Shops

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DETROIT, March 6.—Under a parts service policy announced today by Dodge Brothers, Inc., it will be possible for Dodge and Graham owners to obtain genuine parts at all reputable repair shops in the United States at a minimum cost.

Such repair shops that do not now handle genuine Dodge Brothers or Graham Brothers parts, it was said at the factory, will receive genuine parts at a discount large enough to eliminate all temptation to use imitation Dodge or Graham Brothers parts. In the past only Dodge Brothers dealers received a discount on parts.

To carry the policy into effect, every Dodge Brothers dealer has been asked to canvass his territory for service stations and garages where good workmanship and courtesy prevail with the idea of enlisting them in the important work of protecting customers against counterfeits.

It is also announced that a liberal discount on parts is now effective to fleet owners who operate their own service shops. Fleet owners are defined as individuals or corporations owning five or more Dodge or Graham Brothers vehicles

At the factory it was estimated that the new arrangement with independent dealers would immediately give the Dodge Brothers organization at least 5,000 more points of contact with its car and truck owners.

A. M. A. Discusses "Gyps"

CHICAGO, March 6.—Definition of a "gyp" and the methods of elimination of the species, was the subject of Robert B. Dunlap, sales manager of the C. A. Shaler Co., Waupun, Wis., at the regular meeting of the Automotive Manufacturers' Association at the City Club last night. A discussoin of the problem followed the address of Mr. Dunlap. Merchandising was discussed by Sid Stern, of Automotive Merchandising, at the same meeting.

Automobile Time Sales High

NEW YORK, March 6.—Automobile time sales in 1924 were two-thirds the total, in dollars, of all instalment sales, according to figures reported by James H. Perkins, president, Farmers Loan & Trust Co., as part of a survey which quoted opinions on instalment buying and selling by many industrial leaders. The totals given for products sold on time payments in 1924 show that automobiles amounted to \$2,182,561,878 out of a grand total of \$3,293,411,878 for all products.

Tractor Meeting Postponed

NEW YORK, March 6.—The national tractor meeting, which was scheduled to be held in Chicago March 25 and 26 under the joint auspices of the American Society of Agricultural Engineers and the Society of Automotive Engineers, has been postponed by agreement of the two societies. After a careful canvass of the situation, it was decided that autumn will be a more suitable time for the meeting than early spring, and the dates for a fall meeting are to be announced later.

Change Stutz Name in Boston

BOSTON, March 6.—The factory branch known as the Stutz Motor Car Company of America, handling the Stutz for New England has been dissolved and in its place has been formed the Stutz Motor Car Company of Boston, Inc. The personnel of the company remains the same with Edward Becker as president and general manager.

Morris Is Sales Manager Of Flint Motor Company



George R. Morris

FLINT, Mich., March 6.—R. H. Mulch, vice-president and general manager of the Flint Motor Company, announces the appointment of George R. Morris as sales manager of that company. He has been assistant sales manager for some time. Mr. Morris is one of the veterans of the automobile industry, and has been actively engaged in sales work for more than 20 years.

Stewart Deliveries Behind

BUFFALO, N. Y., March 6.—It is reported by the Stewart Motor Corp., that the demand for the recently introduced "Buddy" Stewart light truck has been so great that the company is already more than a month behind with orders. Business for this company for February was more than 200 per cent greater in volume than was that of February, 1925.

N.A.C.C. to Aid N.A.D.A. in 1926 Sales Meetings

Study of Refund Provisions in New Tax Law Is Made at Quarterly Meeting

NEW YORK, March 6.—At the quarterly meeting of the members of the N. A. C. C. there were clear indications of the conviction that the automobile industry is now on such a sound basis of gaging production to demand that it has nothing to fear from temporary stock market set-backs. Car demand as well as production is holding strong and it is learned that the majority of parts and accessory manufacturers also are anticipating a good second quarter, with only a few, thus far this month, reporting hold-ups in shipments of original equipment to car makers.

That car producers realize the necessity of strengthening the sales organization in the field until it will show an efficiency comparable to that prevailing in the production branch of the industry was indicated both at the car members' meeting and at the meeting of the truck members.

It was voted to cooperate again with the N. A. D. A. in a series of sales conferences this year. The resolutions on financing recently adopted by the N. A. D. A. were mentioned only incidentally. A sub-cmmittee of the truck committee reported completion of the plan by which truck and bus makers may subscribe to a monthly vocational census of truck and bus owners throughout the country.

Study of the refund provision of the new tax law occupied most of the members meeting at the morning session.

On the method of applying the refund provision on March 29 any questions were answered by C. W. Stewart, assistant to the chief of the tax division of the Internal Revenue Bureau and John E. Walker, former tax advisor to the United States Treasury.

Fiat Net Profit High

PARIS, Feb. 20.—(By Mail)—A net profit of 50,000,000 liras, allowing a dividend of 30 liras per share, is shown by the Fiat Company of Turin, Italy, on the last financial year's working. This company, which has 30,000 hands, is reported to have exported 2,500 automobiles. Production is now being pushed on the new light car of 8 h.p. known as model 509. Extensive additions have been made to the factory, production facilities being increased 50 per cent.

Nash Output Higher

Corrected figures of the Nash Motors Co. show that total combined output of the Nash-Ajax plants in February was 14,148 cars. It was reported last week in Motor Age that the output was 13,800.

Studebaker Reports Sales Gain of 19.2% in 1925

Net Profit of \$16,619,522, Increase of 20.7 Per Cent Over 1924, Is Shown

NEW YORK, March 6.—Net sales of \$161,362,944.97, an increase of 19.2 per cent over 1924, are shown in the annual report for 1925, made public by the Studebaker Corp. The report covers the Studebaker Corp. of America and the Studebaker Corp. of Canada, Ltd. Net income after increased depreciation reserves but before taxes was \$19,029,242.95, or 20.8 per cent more than the previous year, and net profits after tax reserves were \$16,619,522.95, an increase of 20.7 per cent.

Last year was the second largest in sales and profits. In 1923, the high Studebaker year, net sales were \$166,-153,688.28 and net profits \$18,342,222.95.

Total number of cars sold in 1925 was 134,664, or 24,424 more than in 1924. Cost of manufacturing, including reserve for depreciation, selling and general expense, increased from \$120,017,462.95 to \$142,825,182.14.

Net profits were at the rate of 10.3 per cent per dollar of sales as compared with 10.2 the previous year; and \$8.55 per share on 1,875,000 common outstanding. Common is now on a \$5 basis and \$5.25 was paid on it last year. This, with the 7 per cent paid on preferred, made \$10,423,087 total dividend disbursements for the year.

Iowa New Car Sales in February Gain 30 Pct

DES MOINES, Ia., March 6.-Reports from distributors indicate that the February registrations of new cars will probably exceed those of a year ago by as much as 30 per cent. Price reductions, the annual automobile show and mild weather have combined to make city_retail business good. Bad roads are handicapping dealers in southern Iowa, but in spite of this fact the wholesale business has been fairly good. Milder weather and better employment conditions have helped to promote used car sales and to decrease the number of repossessions. General automotive jobbers are reporting poor business during the last 30 days. Part of the slump is attributed to the fact that jobber salesmen have been unable to cover certain sections of the state by automobile and that dealers in these same sections have found business poor because of the roads. The bulk of the radio business for the season seems to be past. Chains, car equipment, replacements supplies and small tools are the best moving items. Collections are reported as fair.

Sells Chrysler and Marmon

LEWISTOWN, Pa., Feb. 27.—The Montgomery Automobile company, headed by Robert B. Montgomery as president, has launched itself here and has been appointed local distributor for Chrysler and Marmon cars and Reo, White and Garford trucks.

Wilmington Has Show

WILMINGTON, Del., March 6.—Wilmington's twelfth annual automobile show opened at the Hotel du Pont under favorable conditions. In all there were 34 cars on exhibition and accessories of most every type, which were shown by 12 dealers. The show continued all the week, being open each day from 2:30 in the afternoon until 10:30 at night. Music was furnished during this entire period each day by an orchestra. Prospects were considered by the promoters as excellent. The show was under the auspices of the Wilmington Automobile Trade Association.

Kissel Factory Working At Complete Capacity

HARTFORD, Wis., March 6.—The Kissel Motor Car Company is operating at full capacity with several departments working 12 hours a day.

The sales of the new all-year coupe roadster shown at the national shows for the first time are reported to be exceeding all expectations of Kissel officials and every effort is being exerted to make deliveries. Other models in the Kissel line are enjoying sales far beyond the same period of last year and a busy season is contemplated for the Kissel factory.

An extensive sales campaign is in force and many new distributors have recently been added, among the more important ones being:

The Gilbert U. Radoye, Inc., Miami, Fla., Harford Garage & Machine Co., Baltimore, Md., Ascione Motor Car Co., West New York, N. J., Newhall Motor Co., Richmond, Va., Krueger-Wilson Co., Milwaukee, West Virginia Kissel Co., Huntington, W. Va., Zimdar Bros., South Milwaukee, F. O. Darling, Daytona, Fla., Richardson Sales & Service Co., Newark, N. J., Behr Motor Sales Co., New Orleans, Brietzki-Pauli Co., Racine, Wis.

G. M. Report for 17 Years

NEW YORK, Feb. 27.-In the 17 years ended December 31, 1925, General Motors Corp. net sales were \$4,992,840,553, net profits after taxes \$462,864,299, preferred dividends paid \$54,971,491 and common dividends paid \$209,293,072. During this period \$198,599,736 was invested in the business. The liberal policy of the directors in common dividend distribution is indicated by the fact that the amount actually paid to common stockholders was more than 51 per cent of surplus earnings available for that purpose. General Motors Corp. was incorporated October 13, 1916, to succeed General Motors Co. Net sales, which were more than \$29,000,000 in 1909 passed \$100,000,000 in 1916 and exceeded \$250,000,00 in 1918.

February Expected to Go Above January in N. Y.

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Sales Expected to Be Speeded Materially as Result of War Tax Reduction

NEW YORK, March 6.—General prosperity continued to be reflected in new car sales during February throughout the Metropolitan territory. Complete February figures on new car sales are expected to compare favorably with January and perhaps go higher. In January total sales were 6,760, more than twice the total in January, 1924.

During the first fortnight of February, 1,616 new cars were sold, less than one-fourth of the January total, but the latter included a large number of cars actually sold in December but not registered until early January. One of the largest distributors in this section reports February sales running about as strong as January, when 601 new cars were sold.

Tax reduction, made immediately beneficial to the buyer of the Dodge, Hudson and Essex, is expected to speed up sales in these lines, and other distributors and dealers do not seem to be disturbed by the possibility that prospects will hold back during the next 30 days.

In fact, optimism both as to the present and spring business is sufficient to discount any tendency of the 30-day provision to cut down immediate sales. But the used car market is not in such good condition. Generally it is seasonally slow, with several special sales recently to keep the turn-ins moving.

Buffalo Finds Business 10% Ahead of Last Year

BUFFALO, N. Y., March 6.—Reports Indicate that the new car business for February is considerably above that of last year, fully 10 per cent on an average and in some cases much more, and generally in line with the exceptional business of January. The Ford local office here reports a big jump, probably induced by price reductions. Hudson-Essex here reports its best February. Other reports are similar.

Used cars are going better than one year ago, particularly those in the class above \$500, rather than those of lower price. Some report less used cars in the market than one year ago and a more rapid movement than was the case early last year.

Wholesale automotive accessory business is reported better than that of January and also better than last February.

Tire business is normal and in good condition, all factors considered.

All automobile and automotive parts manufacturers without exception report considerable advance in business over the second month of 1925.

Dodge Brothers Reports Record 1925 Earnings

Net of \$28,698,846 Compares With \$19,965,440 in 1924

NEW YORK, March 6.—Record earnings for Dodge Bros., Inc., are shown in the annual report for 1925. Net sales were \$216,841,368 against \$191,652,446 in 1924, the company's previous record year. Net income after depreciation, but before interest on funded debt and Federal taxes, was \$28,698,846, against \$19,965,440 in 1924. The figures for 1925 include earnings of Graham Bros. subsequent to the acquisition in October.

Graham earnings after all charges except Federal taxes, for all 1925, were \$4,966,236.

The Dodge Brothers net of \$28,698,846 is equal after taxes and full year's interest on debentures, and dividend requirements on preference stock outstanding Dec. 31, to \$6.59 a share on the Class A and Class B common stock. The earnings given are after charging off \$3,700,000 refunded to dealers to protect them against losses on the two price reductions made during the year.

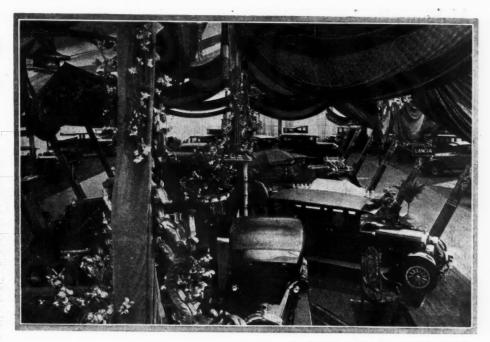
Cars sold totaled 255,322 in 1925 against 222,236 in 1924.

Cash in banks and Government and other marketable securities as of Dec. 31, 1925, totalled \$27,176,042. Current assets were \$51,092,613 against current liabilities, including accrued dividend on preference stock, of \$16,197,705.

The joint report of Frederick J. Haynes, president, and Edward G. Wilmer, chairman of the board, shows that during the year \$15,002,000 principal amount of debentures were converted into 434,563 shares of common stock Class A, and \$513,000 principal amount of debentures were retired through the regular operation of the sinking fund. Thus debentures were reduced from \$75,000,000 to \$59,485,000 and issued and outstanding Class A common increased from 1,500,000 to 1,934,563 shares.

Black & Decker Expands

TONSON, Ind., March 6.-Black & Decker Mfg. Co., manufacturer of portable electric tools, announce the acquisition of the patents and properties of the Marschke Mfg. Co., Indianapolis, builder of electric grinders, swing grinders, roll radius grinders, snaggers and buffers. The purchase of the Marschke plant will be of interest to the trade, as many of the sizes and types of Marschke grinders and buffers start where the present Black & Decker lines leave off. The plant will continue operations under the supervision of F. W. and W. A. Marschke, founders of the business, in collaboration with the Black & Decker engineering department. The Marschke line will be sold through the jobbers by the present Black & Decker organization.



One of the tents of the Los Angeles show

Attendance, Sales and Prospects Set Records at Los Angeles Show

LOS ANGELES, March 6.—The Los Angeles Automobile Show of 1925 was by all odds the most successful automotive exhibition ever held in Southern California. New records were established in total attendance, numbers of actual sales, and in volume of prospects for future business. Approximately 80,000 people attended this year's show, the largest crowd ever attracted to an automotive event in Los Angeles.

This year's Los Angeles show, held under auspices of the Los Angeles Motor Car Dealers' Association with Secretary Burt Roberts as manager, was housed in four huge tents. There were a total of 56 different makes of cars and trucks exhibited, and a total number of 312 vehicles. In addition, there were 54 accessory exhibitors. The total floor space of the four tents amounted to 136,000 square feet.

The varying of the decorative schemes in the different tents gave a new interest

to each section as the spectator moved through. One tent was given a striking Chinese treatment in decorations, with the overhead a blaze of Chinese red, and the walls hung in yellow sateen. From above shone great suns, 20 feet in diameter. Out of immense vases, up which crawled dragons, shot large branches of blossoms.

In striking contrast to the bold colorings of this tent was the blue and persimmon of the next ten where French was the motif. Silver and rose was used as the central theme for the third tent, with the entire top of the rose hue with the silver in the sides. Instead of using the two-tone effect in the fourth tent, the solid color of gold was followed with striking effect.

Among the interesting features of the show was an airplane and motorboat exhibit. The planes shown were exhibited by the Western Air Express which will operate a service between Los Angeles and Salt Lake City.

Oakland-Pontiac Dealers Meet

HARTFORD, Conn., March 6.—Fifty associate dealers of the A. C. Hine Co., Oakland and Pontiac dealer, from all over the state, met at the Heublein hotel for the annual sales meeting and dinner. Carl R. Lane, wholesale manager, presided. Noble E. Pierce was toastmaster and assisted materially in making the occasion a pleasant one. Charles Olin, advertising manager of the New Departure Manufacturing Co., hammered home the necessity for every dealer giving his advertising and publicity the attention it deserves and urged intensive activity throughout the selling season.

Chrysler Finances Expedition

WASHINGTON, March 6.—Walter P. Chrysler was revealed here this week as the sponsor of an expedition which is to set out this summer into the wilds of Africa in one of the most pretentious hunts since the days of Theodore Roosevelt. The expedition will be conducted by the U. S. Smithsonian Institute and financed by Mr. Chrysler but it is considered unlikely that the automotive magnate will accompany the expedition. He is said to have declared that he hoped the institute men would find "one hundred species of animals never before seen in this country."

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Alabama Business Gains Steadily During February

New and Used Car, Maintenance and Accessory Dealers Are Optimistic

BIRMINGHAM, Ala., March 6.—Business has been increasingly good in all lines of automotive trades according to reports of dealers and wholesalers, the single exception being the tire business where there seems to be a tendency to hold off for better prices.

Both the dealers in the cheaper cars and those who sell the expensive cars report a steady improvement in sales throughout the month of February. They are predicting a continued increase in business due to the general conditions which are excellent in this section. Sales during the month of February this year were considerably better than during February of last year.

The accessories and repair men are more optimistic over business conditions than the car dealers. They have had continued prosperity and a steady increase.

The market on used cars has shown a decided improvement, according to reports of the automobile men. There have been special sales in practically all the larger agencies in this territory and the dealers report that the results from them have been very satisfactory.

Credit conditions are excellent at the present time. There have been practically no repossessions on new cars during the last 28 days and very few on the used cars. The business generally is in a good condition in this section and bids fair to continue so for some months to come.

Oakland Builds 100,000 6-54's

PONTIAC, Mich., March 6.—Car number 100,000 in the famous 6-54 series of the Oakland Six, has been turned out at the Oakland factories here. When this car left the line, the total production of Oakland automobiles had reached approximately 400,000. Incidentally, the same day the 100,000th car of the 6-54 series was turned out. The total day's production was 433 cars—the largest in the history of the company. The record was short-lived, however, as each succeeding day is establishing new high marks for Oakland-Pontiac production.

Springfield, Mass., Has Show

SPRINGFIELD, Mass., March 6.—The eleventh annual show of the Springfield Automotive Dealers' Association in the Municipal Auditorium, March 1 to 6, fully sustained the reputation established by the association in years past. It was almost wholly a closed car show, the exception being furnished by a few roadsters. Decorations—of pale green and pink, with some use of the national

colors—were more restrained than heretofore, thus bringing out the beautiful colors of the new models. The attending crowds were large and evinced a high degree of interest in the well-diversified exhibits. Accessories were less of a factor than in previous years.

Rolls-Royce Report

NEW YORK, March 6.—Rolls-Royce of America, Inc., reports for 1925 gross profit of \$966,329.02 from which was paid bond interest of \$135,333.33. After writing off \$226,826.61 net profit, before Federal taxes, was \$604,169.08. Cash, notes and accounts receivable as of December 31 were \$880,749.15 and total assets \$6,284,018.35. The profit and loss account shows a debit balance of \$238,354.12.

McLarty Separates Divisions

DALLAS, Tex., March 6.—F. E. Mc-Larty, president of the Nash-McLarty Motors Company, Nash and Ajax dealer and distributors, this week announced the creation of the Ajax division, separate from the Nash section of his business and named R. L. Crockett as retail sales manager of that division. Mr. McLarty announced three service men of the local organization are now at the factory attending lectures preparatory to expanding Ajax sales and service in Texas.

Green Finds Sleeve Valve Engine Favored in Europe

CHICAGO, March 6.—Increasing use of sleeve valve type of engines among European manufacturers of passenger and commercial cars is reported by Col. G. A. Green, vice president in charge of engineering of the Yellow Truck & Coach Manufacturing Co., who returned recently from a two-months' tour of automobile plants in England, France, Belgium, Germany and Switzerland. During his visit he made a study of the latest European developments in engineering and design with particular reference to commercial vehicles.

That sleeve valve engines cannot be run successfully at high speeds has been entirely dissipated by practical experience, is Colonel Green's belief. The French in particular have built engines of this type which operate smoothly and economically at speeds ranging from 3,000 to 8,000 r.p.m. while a number of the biggest manufacturers have designed sleeve valve aircraft engines that have performed wonderfully in tests and in practical use.

Oil engines of the Diesel type for heavy duty service, as well as steam cooling systems and vacuum brakes are also reported by Colonel Green to be growing in favor. Colonel Green spent considerable time inspecting the plants and operations of the London General Omnibus Co., London, Eng., with which he was at one time associated as assistant engineer.

Pittsburgh Display Week Considered Great Success

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Dealers Decide Method More Productive of Business Than Central Show

PITTSBURGH, March 6 .- The innovation of Automobile Display Week, with exhibits in dealers' own showrooms instead of under one roof, will be a permanent institution here following the results of the week just ended. Dealers who entered whole-heartedly into the scheme report that sales have surpassed by far any like period. Although \$100,000 was expended collectively by the dealers in advertising and promotion of the new idea, it was the opinion of the majority expressed at the last meeting of the Pittsburgh Automobile Dealers' Association that it would be worth three times that amount next year.

Displays in dealers' showrooms were characterized as the best method of exploiting the advances made by the industry for numerous reasons, among them being that it teaches purchasers where establishments are located; tradeins may be appraised immediately; complaints may be cared for at once; idlers looking merely for entertainment are eliminated, and the complete line may be on display.

One feature of the week was an educational exhibit, by means of which each dealer in his own showroom selected the outstanding new feature of his product, and, by simplified charted display, enabled visitors to see at a glance the improvement made. This feature was well advertised and interest of visitors indicated that it was a good attraction.

Entertainment was provided by music played by an orchestra at a control point and carried over several miles of wires throughout the automobile district and reproduced by large amplifiers of the Western Electric Public Address System, located inside and outside the showrooms. The novelty proved a sensation, for the music could be heard within a radius of about four miles.

Holyoke Show Sets Record

HOLYOKE, Mass., March 6 .- All local attendance records were broken by the annual show of the Holyoke Automotive Dealers' Association last week. On the closing day, 2,000 persons saw the exhibits and the total attendance for the three days was more than 4,000. The show this year was in the new sales room of K. R. Charlton, Inc., the central location of which was convenient to visitors, and the improved industrial situation increased the number of prospective purchasers. More than 60 models of cars were shown by 16 dealers. The accessories division was larger than usual and a number of special features were introduced to stimulate interest.

Milwaukee Sales Heavy In New and Used Cars

February Continues Big Gain in Volume Started in January

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MILWAUKEE, March 6.—Steady progress toward a new high yearly record for new and used car sales was made in February by automobile dealers in Milwaukee and Wisconsin and if results obtained in first two months of the year are achieved in remaining ten months, 1926 will be far and away the biggest year for the industry in its history.

Exact figures on February new car registrations will not become available until the secretary of state's office reports late in March, but if the more than 20 per cent increase registered in January is continued relatively in February it would call for the sale of close to 5,500 new passenger cars during the month.

January sales totaled 5,488 new cars and trucks of which 4,764 were passenger cars and 724 were trucks. This represents an increase of close to 250 per cent over December figures but this increase is not significant when it is understood that December registration is always low because of buyers who refuse to pay for a 1925 license good only for one month or a fraction of a month.

Used cars sales are also very heavy, breaking all previous February sales records in most cases. Warm weather with comparative freedom from heavy snow during the major portion of the month was an important factor in the heavy used car sales. A blizzard during the three last days of the month cut down weekend sales, one distributor holding that but for the heavy snowfall on Feb. 25 at least 100 used cars would have been sold in Milwaukee alone, over the week-end. Because of the snowfall, however, used car sales tapered off with very little action in most dealer departments in Milwaukee on Saturday, Feb. 27.

The used car situation is highly satisfactory to most dealers and distributors because of the rapidity with which good cars move off the used car display floor.

Durant-Star Dealers Meet

MARIETTA, O., March 6.—A sales conference for agents representing the Durant and Star lines was held in Marietta, with about 15 in attendance. The meeting was at Becker Bros. sales room, Marietta agents. N. B. Reiserger, sales manager for the Cincinnati zone was in charge of the conference.

G. M. Promotes Kurtz

NEW YORK, March 6.—L. H. Kurtz, who, for several years has been director of advertising for the General Motors Export Co., has been transferred to the staff of H. G. Zimmerman, vice-president and regional director for Europe. The



One section of St. Louis show

Record Attendance of 149,000 Patrons Sees St. Louis Automobile Show

ST. LOUIS, March 6.—The largest and most successful automobile show in the history of the motor car industry in St. Louis closed at the new Union Market Building.

The total attendance for the week was 149,000 persons, which broke all local records by many thousands. On every night but one the attendance exceeded by thousands attendance on corresponding nights at previous shows. Thursday night 34,200 persons viewed the exhibits, a record here for single day's attendance at an automobile show. The closing night crowd nearly equaled this mark and so far exceeded the number expected that Show Manager Robert E. Lee had to buy 6000 tickets from a nearby movie theatre and sell them for show admissions. Sales approximated 400 passenger cars and trucks, as compared with 275 sales during the show last year.

The show covered 120,000 square feet of exhibit space on the three upper floors of the new Union Market Garage, Broadway and Morgan street, and was the first of the 19 annual motor car exhibits held in St. Louis to be located in the downtown section. The fortunate location is largely accountable for the record attendance, dealers believe, and a verbal understanding permits the holding of the exhibition in the same quarters for five years. The exhibits on the separate floors were easily accessible to spectators by reason of the wide connecting ramps.

Decorations, costing \$12,000, provided a different color scheme on each floor and were the most attractive seen at an automobile show here. Forty-six makes of passenger cars, in 276 body styles, and fifteen makes of trucks were displayed. Variety was provided by additional exhibits including busses, trailers, tractors, motorcycles, airplanes, and accessories.

The first of the three floors was given over to the affiliated displays and two makes of passenger cars. Automobiles and two airplanes exhibited by the Bridgeton Aircraft Corporation occupied the two upper floors, the most costly cars and the custom built bodies being mostly on the top floor.

Features of the exhibition from the viewpoint of distributors and dealers was the attendance of F. E. Moskovics, president of the Stutz Motor Car Co. of America; H. M. Jewett, president of the Paige-Jewett Motor Car Co. of Detroit; C. W. Nash, president of Nash Motors; George M. Graham, vice-president of the Chandler Motor Co.; Sid Black, Cleveland Co.; C. W. Matheson, Oakland Co.; and Paul G. Hoffman of the Studebaker Corporation. The various executives addressed dealers' meetings during show week.

The largest task of the exhibition was dismantling due to the agreement requiring that the garage be restored to its original condition Monday morning. The work of removing exhibits and decorations was started by 1000 men before the doors had closed on the last departing spectators Saturday night and was carried to completion through Sunday. The success of the show, however, compensated all concerned for the extra effort.

regional director's office, beginning April 1, will be located in Paris. Mr. Kurtz is sailing on the S. S. George Washington on March 10.

G. M. Distributors Organize

HARTFORD, Conn., March 6.—Plans are complete for the formation of a General Motors Club, the membership to be

made up of distributors of General Motors products in the Hartford district. The feeling has been growing that one G. M. distributor can be of material assistance to another since the price range extends from low to high. The G. M. men in this territory pull together but it is felt a club or some such organization can work more for the common good.

Hartford Show Is Great Success as Sales Maker

Attendance Sets New High Record—Dealers All Decorate Own Stores

HARTFORD, Conn., March 6.—Hartford's nineteenth annual automobile show which concluded this evening is pronounced by the show committee of the Hartford Automobile Dealers' Association as the most successful business exhibition the association has ever held.

Arthur Fifoot, manager of the show says the attendance throughout the week has established a new high record. The show committee had been criticized at the beginning of the show for liberality with free passes. However, the crowd came and from reports given by the various dealers the orders came too.

All dealers, while making a full sized display at the show, also filled up their salesrooms and the rule invariably has been to run the prospect over to the salesroom proper to close him. This has worked out well.

The show was well advertised. Although no publicity was released until ten days before the show, considerable curiosity was aroused which had its effect on the attendance throughout the week.

The show committee tried a new stunt which worked out well, that of broadcasting direct from the show.

The dealers are firm in the assertion that the 1926 show is the best business getter yet. Satisfaction is general and now the dealers look forward to clear sailing for spring business.

Columbus Sales Are Good Following Show Success

COLUMBUS, March 6.—While weather conditions have not been the most favorable, still the demand for motor cars has been fairly brisk during February. Dealers are getting squared around for the intensive spring campaign, following a successful automobile show held in January, when a large number of prospects were obtained by all of the agencies and distributors.

Demand for cars ranging in price from \$600 to \$1800 is the best feature, although a number of cars ranging up to \$3,000 have been sold. Business is slightly in advance of February of last year but the total sales are not much greater. Compared with January sales were about 10 per cent greater.

The used car situation is still bad and this is the real stumbling block of the trade in Columbus and central Ohio. Special sales have been used but results are still not very satisfactory.

Closed cars are still the big feature and most of the agencies report from 75 to 80 per cent of sales closed models. Some agencies report practically no

sales of touring cars or other open bodies. Prospects for the future as far as new sales are concerned are reported bright.

Old Duryea Plant Sold

CHICOPEE FALLS, Mass., March 6.— The land and buildings formerly owned by Stevens-Duryea Motors, Inc., and sold two years ago to the Springfield Body Corp., were sold at auction to Richard B. Aldcrofft of New York, for \$250,000, under foreclosure of a mortgage running to the Gotham National Bank. Thirty-five acres of land as well as certain water rights were included in the transaction. The plant never was operated by the Springfield Body Corp., and that concern's plant in West Springfield, where bodies formerly were manufactured, has been closed down for some months.

Kreplin N. S. P. A. Director

SAN FRANCISCO, March 6.—George Kreplin, president of Triangle Parts Co., has been appointed director of the National Standard Parts Association, to fill out the unexpired term of W. D. Patterson, who has severed his connection with Patterson Parts, Inc., to take up a new line in Chicago.

Miller Reports Earnings Of \$10.74 Share in 1925

AKRON, March 6.—Record breaking earnings of \$3,533,201 for the year ended Dec. 31, 1925, were announced today by President Jacob Pfeiffer at the annual stockholders meeting of the Miller Rubber Co. This compares with the net profits of \$2,216,878.64 reported in 1924.

After setting aside \$1,127,038.68 for depreciation, \$510,000 for Federal taxes and other charges, 1925 profits were equivalent to \$10.74 a share on the 260,088 outstanding shares of common stock, of no par value.

The reserve for general contingencies was increased by \$860,568.97, leaving a net balance carried to surplus of \$2,672,-632.60. Surplus as of Dec. 31, 1925, was \$3,879,561.

New Peerless Dealers

CLEVELAND, March 6.—Following closely on the heels of the announcement of 35 new dealers added by Peerless, the company this week issued another announcement in which it lists two new distributors and 17 dealers who have been given Peerless selling rights.

have been given Peerless selling rights. The dealers added are Emil Mares, Chicago, North Side Sales, Chicago, Tauber Motor Sales, Chicago, H. R. Miller, Morris, Ill., Al Ahart Auto Sales Co., Waukegan, Ill., Putman, Rawlins-Farhart Garage, Inc., Gloversville, N. Y., Landefeld Brothers, Willard, Ohio, Peters & Hinkle Motor Sales, Cleveland, Peerless Erie Company, Erie, Pa., R. C. Payne, Breckenbridge, Texas, Kilgus Brothers Garage, Detroit, D. R. Cumming & Co., Inc., Newport News, Va., King & Scott, Perry, N. Y., G. F. Brown, Oswego, N. Y., Charles S. Hodge, Dodgeville, N. Y., J. C. Hilborn, Leal, N. D., and Coffel Oakland Co., Waukesha, Wis.

January Revenue from Car Industry Increases

U. S. Bureau Gets \$2,623,753 More Than During Same Month Last Year

WASHINGTON, March 6.—Internal Revenue Bureau collections from the automotive industry during January, 1926, totaled \$11,471,066.85 or \$2,623,753.39 more than for January, 1925, when the total collections were \$8,847,313.46, it is announced here at the Treasury Department.

An increase of \$21,367,716.64 is noted in the collections from the industry for the period for July 1, 1925, to January 31, 1926, over the period from July 1, 1924, to January 31, 1925. The total for the later period is given at \$90,576,885.77 as against \$69,209,169.13 for the earlier period.

Segregation of the collections from the automotive industry show that during January, 1926, automobile trucks and automobile wagons paid \$542,672.17 as compared with \$591,796.38 in January, 1925; other automobiles and motorcycles during January, 1926, paid \$9,402,816.82 as compared with \$6,598,539.66 during January, 1925, and automobile parts and accessories during January, 1926, paid \$1,525,577.86 as compared with \$1,656,977.42 during January, 1925.

Aggregate receipts of the Internal Revenue Bureau from all sources during January, 1926, is given at \$100,824,113.73 or \$673,255.66 more than for the same month in 1925 when the total was \$100,-150.858.07.

Vacuum Servo Brake to Be Demonstrated in U. S.

PARIS, Feb. 20.—(By Mail).—The Dewandre vacuum servo brake is about to be presented to American engineers by Engineer Paul Kelecom, who is sailing for New York on the Berengaria, February 24. The Dewandre Company, of Liege, Belgium, has already shipped to America as a demonstration model a 30-horsepower six-cylinder Minerva sedan, with which M. Kelecom will visit all the important automobile manufacturing centers.

Introduced about one year ago, the Dewandre vacuum servo brake, which makes use of the depression in the intake manifold, has recently been adopted as standard by Delage, Cottin-Desgouttes, and Georges Irat. Other firms making use of this servo brake are Voisin, Minerva, Isotta-Fraschini, Ballot and Nagant.

The French branch of the Hartford Shock Absorber Company, which has French selling rights for the Dewandre servo brake is now equipped for adding this device to existing cars. Conversions are made in 24 hours.

Charlotte Reports Sales Gain of 10-35 Per Cent

Some Dealers Already Beginning to Experience Trouble
With Deliveries

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CHARLOTTE, N. C., March 6.—Sales of new cars ranged from 10 to 35 per cent above expectations in the month of February, and benefits of conditions in the retail trade reported by dealers here are being shared in approximately the same measure in most sections of the Carolina territory, according to reports assembled.

February's business generally was described as "good" by dealers and distributors, and it was pointed out that the public is beginning to "really want to buy" automobiles. Several concerns usually doing large volumes of business reported that they are exceeding their sales quotas, and, at the same time, difficulty is being experienced in obtaining cars of some models to meet the current demand. Other dealers indicated that they are in position to immediately fill orders for any model.

While general business conditions appear to be characterized by an element of uncertainty, the automobile dealers here said they consider the prospects for the "next four or five months, at least" to be "fine." Some dealers apparently were enthusiastic over the prospects

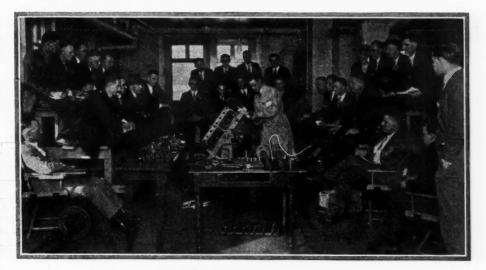
A definite but not very rapid improvement in the demand for tires was reported. The benefits expected to accure from the recent 10 per cent reduction in tire prices are not yet being fully realized.

The pressure, which the used car market has been exerting on the new car trade, is being slowly relieved, according to reports here. The condition of general activity in the textile manufacturing industry is exerting an important beneficial influence on the demand for used cars, it was pointed out. At the same time, used car stocks are being reduced only slowly, because of the number of used cars being offered now in trades for new cars.

Buyers of new cars are spending more liberally now than they did a few weeks ago for accessories to complete the equipment of the cars.

Chevrolet Dealers Meet

SPRINGFIELD, Mass., March 6.—Chevrolet dealers of Hampden, Hampshire and Franklin counties in Massachusetts and Windham county in Vermont attended an enthusiastic sales meeting in the establishment of A. V. Reopell, distributor for the Chevrolet in this territory. A. E. Frame, manager of wholesale business for W. C. Sills, Inc., Boston, told of the New England record set by Chevrolet in 1925 and prospects for increasing sales for the improved car this year. From



Ajax mechanics in class room

Ajax Service School for Mechanics Organized at Racine Plant

RACINE, Wis., March 6.—In the interest of still better service to owners and the development of a closer relationship between the factory and the mechanics who service cars, the factory recently organized a service school which is now in operation at the Ajax plant.

Dealers will be invited to send their mechanics to the factory for from three to six days of intensive training in advanced service methods. Classroom lectures, supplemented with large blue-prints and blackboard sketches, enable instructors to thoroughly cover every mechanical detail entering into the con-

struction and maintenance of the Nash and the Ajax.

The classroom has every appearance of a regular shop with its cutaway chassis, its rear axles and disassembled transmissions and motors. As certain phases are discussed the integral parts referred to are placed on a large table where all can see them.

Questions are asked freely at the end of lectures and are answered out of the practical experience of engineers from the service departments of both Nash and Ajax, under whose supervision the training school is functioning.

the Sill offices also came E. J. Hodgeman, advertising manager, and J. G. Ketchum, wholesale representative. Motion picture films supplemented the sales talks.

Many Personnel Changes Made on Pacific Coast

SAN FRANCISCO, March 6.—The Toledo Steel Products Company has appointed F. S. Lindsay, former representative of the Fleming Manufacturing Company, to be in charge of Pacific coast sales, according to announcement by F. H. White, sales manager of the Toledo company, which manufacturers Toledo valves. Mr. Lindsay will cover the territory from Denver west, and has opened headquarters in Oakland, Calif.

George W. Chandler, who has represented the Brunner Manufacturing Company in New England for seven years, has been appointed manager of that concern's Pacific coast branch. B. H. Kaple, whom Mr. Chandler succeeds, has been transferred to the southeastern territory, with headquarters in Atlanta.

William P. Drake has been named western representative for the Larkin Automotive Parts Company, of Dayton, Ohio, formerly represented on the coast by the Watterman-Fischer Company, of San Francisco. Mr. Drake formerly traveled the coast for the Biflex Com-

Thompson Products Company, Inc., of Cleveland, has opened a Pacific coast factory branch, at 141 Fremont street, San Francisco, to serve as central distributing warehouse for the Thompson line of bushings, valves, bolts and cranks. A. Vinton has been appointed Pacific coast manager and has opened head-quarters at the Fremont street plant.

French Exports Gain

PARIS, Feb. 20 .- (by mail) -- French automobile exports during 1925 totaled 56,689 passenger cars and 4,782 trucks and tractors of a total value of 2,108,823,francs, this representing a numerical increase of 30 per cent compared with the previous year. Great Britain received 12,864 passenger cars, the others in order of importance being Belgium-Luxemburg, 8,160; Spain, 8,113; Algeria, 5,926; Switzerland, 2,910, and Germany, 2,713. Automobile imports into France totaled 18,-213, being an increase of 14 per cent, of a total value of 15,081,000 francs. The United States had the greater portion of this business, with 14,847 passenger cars, Italy following with 999, England, 129, and Switzerland, 25.

Motor Industry Leads In Labor Pay Increase

Government Reports Increase Of 9.2 Per Cent in Per Capita Earnings of Workers

WASHINGTON, March 6.—The Department of Labor's survey of January employment conditions in the United States shows that out of 36 industries which showed increased per capita earnings in January as compared with January, 1925, the greatest increase, 9.2 per cent is recorded in the automobile industry. The figures also show a net gain in tire manufacturing of 1.1 per cent.

Out of a total of 141 automobile plants, only one was reported idle, 72 per cent were running full time and 27 per cent part time, the January survey further reveals.

January employment and payroll totals in automobile factories, based on 100 per cent as the monthly average of 1923, were 112.8 and 99.9 per cent respectively while those of December, 1925, were 112.4 and 120.1 per cent respectively and those of January, 1925, 89.9 and 73.4 per cent respectively.

A similar growth is also seen in tire manufacturing. In comparison with the average for 1923, employment and payroll totals were 112.6 and 114 per cent, respectively in January, 1926; 110.7 and 112.5 per cent, respectively in December, 1925, and 102.9 and 103 per cent, respectively, in January, 1925.

Only 2 per cent of the 47 tire companies reporting were idle last month. Thirty per cent of them were running full time and 68 per cent on part time. An average of 85 per cent full time was the rule while 28 per cent were running to full capacity and 70 per cent on part capacity.

Chevrolet Dealers Meet

OAKLAND, Cal., March 6.-More than 500 Chevrolet distributors and agents spent two days at the plant here and in a huge sales-conference in the Curran theatre, San Francisco, late in February. A banquet at the Hotel St. Francis. San Francisco, terminated the two-day meeting. The meeting and banquet were in charge of C. E. Dawson, assistant general sales manager, with a program of speakers including R. H. Grant, vicepresident and general sales-manager; R. K. White, sales-promotion manager; W. G. Lewelen, assistant sales-promotion manager; J. P. Little, manager parts and service division; W. A. Blees, manager of certificate sales; Sidney Corbett, manager of the fleet and truck division: F. N. Coast, Pacific coast sales manager, and A. W. Engquist, zone sales manager, with headquarters in Oakland. Officials of the company are on tour of 30 zones, with 6,000 dealers attending meetings.

Opens Willys Dealership

MILWAUKEE, March 6.—John Dietz Overland Co., newly formed Willys-Overland dealer of Wauwatosa, a local suburb, held formal opening this week end. Mr. Dietz has been connected with the Dietz Motor Co., 784 Muskego Avenue, Milwaukee, for the last seven years, selling Willys-Overland cars. The company is occupying a newly remodeled sales and service building provided with special accommodations for handling used cars.

Philadelphia Gets Races

PHILADELPHIA, Pa., March 6.— National Air Races for 1926 will be held at or near Philadelphia in connection with the Sesquicentennial Exposition some time during September it is announced by the National Aeronautic Association. The annual convention of the N. A. A. will also take place in Philadelphia about the same time. It was announced the definite assignment of the National Air Races to Philadelphia upon receiving adequate assurances of the depositing of prize money and of the requisite further financial guarantees from the Sesquicentennial Exposition Association.

Timken Shows Net Profit Of \$1,382,065 in 1925

DETROIT, March 6.—The Timken-Detroit Axle Company showed a net profit of \$1,382,065.37 for the year ending December 31, 1925, after allowance for depreciation and federal income taxes, according to their annual report.

The net profits after providing for dividends on \$4,307,100 of 7 per cent cumulative preferred stock outstanding, were equal to slightly more than 13 per cent on the \$8,239,200 of outstanding common stock, par value \$10. The company closed the previous year with a net loss of \$203,320 after charging off extraordinary items in connections with its plans for centralizing manufacturing operations in its Clark avenue plant.

The balance sheet presents totals of \$15,515,734.29 on December 31, 1925 as against \$15,102,373 a year ago. Current assets, including \$1,251,751.71 in cash and \$1,019,868.16 in demand certificates of deposit accured interest amounted to \$7,835,306.22 Current liabilities were \$1,079,258.03 indicating net working capital of \$6,756,048.19 against \$5,436,741 at the end of 1924, when current assets were \$7,069,442 and current liabilities were \$1,632,701. The ratio of current liabilities to current assets to 7.26 to 1 from 4.40 to 1 a year ago.

Bartlett Selling Cars

SPRINGFIELD, Mass., March 6.—M. C. Barrett, distributor in Springfield for the Davis and Oldsmobile lines, has appointed George F. Bartlett sales manager of his agency. Mr. Bartlett has been identified with abrasive companies for some years.

Dealers Confer with Men From Factory at Dallas

Sales Conferences Are Held By Nearly Every Company Represented in State

DALLAS, Tex., March 6.—Automobile distributors of Dallas have had the dealers from all parts of the territory in for conferences during the last few days with a view of strengthening sales campaigns, explaining new models and new finance plans. At these conferences there have been company officials from headquarters to discuss production plans with the dealers and distributors.

The net results of the conference were the dealers learned what they might expect in the way of deliveries, what had been done to improve finance plans and the distributors got the "actual low down" on the situation in the sales territories.

During the last few days the Oakland and Pontiac dealers were in for a parley with the branch manager, Paul A. Stevenson, and Sales Manager W. E. Tracy from the factory. The dealers reported business good and prospects bright.

The Willys-Overland dealers were also in for conference with the branch house and Sales Promotor R. M. Rowland of Toledo. The talk at the parley concerned the new Willys-Knight Six and the new finance plans. Dealers reported the sales were better than for same period last year and the outlook bright.

The Reo dealers also came in for a conference with branch officers and C. E. Eldridge of the factory. New Reos and trucks, sales and finance schemes were discussed. The Reo trade was reported excellent.

Then came the Cadillac dealers from nearly all parts of Texas to confer with the Munger Auto Company, distributors, and the president of the Cadillac Motor Company who is touring the southwest to meet and confer with distributors and dealers. The dealers reported Cadillac sales increasing.

It was said the Buick, Paige and Ford dealers would be in a few days for conferences with branch and home office officials.

Wichita to Hold Show

WICHITA, Kas., March 6.—An automobile show will be held in the Wichita Forum March 22-27, under the auspices of the Wichita Motor Trades Association and the Wichita Daily Eagle. This is the only automobile show scheduled for this section of the country during the current season. The local dealers' association acting in conjunction with The Eagle is making an effort to stage an exhibit that will eclipse all similar events previously held in Kansas. A large attendance is expected from the entire Southwest.

Tire Production Declines 20 Per Cent in February

Retail Business Slump Causes Much of Stock to Be Placed in Warehouses

AKRON, O., March 6.—Production of automobile tires in the Akron district was about 20 per cent smaller during February than the January output, owing to the decline in retail business. A substantial amount of last month's production also went into warehouses.

While the tire business continues in a temporary lull, indications are that the bottom has about been reached, and that there will be a revival in retail trade and speeding up in factory production before the end of this month.

The sharp break in the crude rubber market within the last few weeks, bringing spot rubber around the 50 cents a pound level, and May, June and July future deliveries considerably below that figure, has brought about a situation which makes another tire price cut almost a certainty, in the opinion of authorities here.

Rubber is now selling less than half what it was at the beginning of the year, and many tire manufacturers and rubber dealers are still bearish on the market. Manufacturers were actively selling rubber around the 60 cent level last week, but the market appeared to meet with support when it touched 50½ cents at the close of the week.

Tire manufacturers stand to lose rather heavily in some cases on crude rubber inventories, especially if the price of tires goes too low.

On the other hand the industry will benefit by the drop in rubber in the long run, because a larger volume of sales undoubtedly will follow when tire prices are made cheaper.

Oakland-Pontiac Dealers Meet

CHARLOTTE, N. C., March 6.—Forty-five dealers in Pontiac and Oakland motor cars in the states of North Carolina, South Carolina, Tennessee, Virginia and West Virginia attended a one-day district sales conference here, at which W. A. Sullivan, of Charlotte, district manager, presided. The principal addresses were delivered by W. R. Tracey, assistant director of sales of the Oakland-Pontiac factories, of Pontiac, Mich., C. P. Richards, manager of the Charlotte office of General Motors Acceptance Corporation, A. N. Huggins, dealer, of Fayetteville, N. C., and E. M. Young, dealer, of Charlotte.

Greenville Show a Success

GREENVILLE, S. C., March 6.— Attendance and sales records for a Greenville automobile show were broken by the recent show here, which was held by the Automotive Bureau of the Chamber of Commerce. While accurate



This "Bank on Wheels" Aids Dealer to Sell Cars

Novel Method of Promoting Time Sales Used by Indiana Chevrolet Dealer

EVANSVILLE, Ind., March 6.—The Chevrolet Certificate "bank on wheels" has been a familiar vehicle on Evansville, Ind., streets for the last few weeks. It is the idea of George M. Crouch, sales manager of the General Chevrolet Sales Company, dealer, to inform the public of the Chevrolet certificate plan of buying a car.

The "bank on wheels" is driven up to factories, industrial plants, and commercial houses during noon hour, and Ralph Willis, cashier, soon has a crowd to hear details of the plan. Along the busy thoroughfares anywhere there is a crowd, the "bank on wheels" is likely to be noted.

By the Chevrolet Certificate Plan, the prospective car buyer purchases a certificate for \$5. Other certificates may be purchased on small weekly or monthly payments until the amount represented by the certificates equals the down payment on the car, when delivery is made.

Funds collected for the certificate plan are insured and deposited in a local bank. The prospect is paid interest at 6 per cent on his deposits. Mr. Crouch says the idea has been very successful in lining up a good number of prospective Chevrolet owners.

records of the number of cars sold could not be obtained, estimates placed this number at close to 100, and it was pointed out that a large number of valuable additions were made to the dealers' lists of prospects. Browning Goldsmith, president of the Automotive Bureau, expressed himself as being pleased with the accomplishments attributable to the interest aroused by the show.

Stabilator Co. Expands

PHILADELPHIA, Pa., March 6.—In order to take care of its rapidly expanding business, the John Warren Watson Co. has obtained additional manufacturing space at 23rd and Chestnut Streets. Stabilator production will commence in the new quarters this week and the output of this plant will be devoted exclusively to original passenger car equipment business. In the future, the

present factory at 24th and Locust Streets will concentrate on the production of stabilators to meet the demands of the company's distributor and dealer organization. Executive offices of the company will remain at this office.

McDaniel Leaves Goodyear

AKRON, O., March 6.—Charles W. McDaniel, who for seven years has been manager of the tubes sales department of the Goodyear Tire & Rubber Co., has announced his resignation. Mr. McDaniel will become vice-president and account executive for the Eddy & Clark, Inc., sales and advertising agency, of Akron. His successor has not been selected. Mr. McDaniel is a graduate of Ohio Wesleyan University, a member of the Masonic order and Sigma Chi fraternity. He also is connected with the Akron Reserve Officers' Association.

TRADE ASSOCIATION ACTIVITIES

N. CAROLINA PLANS CONVENTION

Legislative Program for 1926 Will Be Mapped Out

GREENSBORO, N. C., March 6.—Formulation of the North Carolina Automotive Trade Association's 1927 legislative program and the election of officers for the ensuing year will be the principal tasks for the annual convention of the association, which will be held at Winston-Salem, March 17-18, according to Harry Clendenin, of this city, president.

Henry W. Masten, of Winston-Salem, is chairman of the central committee of that city's automobile dealers, in charge of arrangements for the convention.

Almost all of the second day of the convention will be devoted to discussion of sales problems, and a large number of salesmen are expected to attend these sessions of the association. The association's problems will be discussed the first day of the meeting, and officers will be elected at a banquet to be held that evening.

Officials of the National Automobile Dealers' Association and several officials of the North Carolina State Government will deliver addresses at the first day's sessions, according to the program, which was mapped out at a conference between Mr. Clendenin and members of the Winston-Salem committee.

Welders to Meet in April

NEW YORK, March 6.—The annual meeting of the American Welding Society will be held at the Engineering Societies building here April 21-23. On the morning of the 22nd, design of welded joints in the automobile industry will be the topic with papers from engineers representing some of the larger automobile manufacturers.

Philadelphia Accessory Men Meet

PHILADELPHIA, March 6.—"Dealers' Night" at the monthly meeting of the Automobile Accessories Business Association, included on the program an address on "Tire Conditions Throughout the United States," by Ray Sherman, New York. "Organization in the Tire Industry," by George J. Burger, secretary-treasurer and former president of the National Tire Dealers' Association, and "Standardization of Business Methods in Our Industry," by M. P. McNair, assistant director of the bureau of research, Harvard University.

Shelton Heads Retailers

DALLAS, Tex., March 6.—Ray Shelton, Chevrolet distributor and retailer in Dallas territory, was elected president of the Dallas Retail Merchants Association. Mr. Shelton is one of the most popular automobile merchants in north Texas. This is the first time an automobile man had headed the most important retail organization in the city.

Dealers Hold Annual Banquet

KANSAS CITY, March 6.—The Kansas City Motor Car Dealers' Association gave is annual banquet to visiting dealers who were attending the Auto show at the new Hotel President. Captain Eddie Rickenbacker was the chief speaker of the oc-

casion, and talked on the general situation in the motor world, and the outlook for the future. A. R. Kroh of the National Automobile Dealers' Association also spoke, his talk being on salesmanship. He spoke particularly on the buying and selling of used cars. There were approximately 500 at the luncheon.

Teetor Heads Indiana Section

INDIANAPOLIS, March 6.—The oil purifier and crankcase dilution meeting of the Indiana Section, S. A. E., proved the best attended and most successful section meeting held this season by the Indiana group. Three papers on the general subject were presented by Ralph H. Skinner of the Skinner Automotive Devices Co., Inc., of Detroit; Col. William Guy Wall, consulting engineer of Indianapolis, and the creator of the Three Way oil purifier, and by Joseph C. Coulombe of the fuel feeding and oil filter department of Byrne, Kingston & Company of Kokomo, Indiana.

The discussion, which was delayed until after the three speakers had finished the presentation of their subjects, was the most interesting and enjoyable controversial discussion since the four wheel brake meeting.

In presenting the nomination for next year's officers the nominating committee, reporting through Colonel Wall, honored one of the most distinguished and interesting of Indiana engineers in the person of Ralph C. Teetor, who is named for the next chairman. Vice chairman, as proposed, is George T. Briggs, present chairman, and the present secretary and treasurer, Raymond C. Buckley and Charles A. Trask, are renominated, and the nominations were voted closed.

Ralph Teetor is the chief engineer of the Indiana Piston Ring Company of Hagerstown, Indiana, makers of the Perfect Circle piston ring. Teetor is credited with very important contributions to the perfection of this device, and is also credited with having been the major influence in the design and lay-out of the highly efficient and modern production methods of the plant which are said to have many unique features. These accomplishments have been achieved in spite of the fact that Teetor has been blind since youth. He is one of the most regular attendants at section meetings and is always heard in the discussions. in spite of the fact that the charts, diagrams, curves and motion pictures used by the speakers have no aid for him. Engineers and section men generally agree that the Teetor nomination is the most popular one ever made by a Hoosier nominating committee.

Represents Three Groups

CHARLOTTE, N. C., March 6.—C. W. Roberts, manager of the Charlotte Speedway and secretary of the North Carolina Automotive Trade Association, will represent these organizations and the Carolina Motor Club at the national conference on street and highway safety at Washington, March 22-24. Governor McLean, of North Carolina, recently appointed a committee of five to represent the state at that conference, Frank Page, of Raleigh, chairman of the state highway commission, heading the committee.

RADIO TRADESMEN ORGANIZE

Four Associations Represented at Initial Meeting

MINNEAPOLIS, March 6.—The Federated Radio Trade Association has been formed here at a meeting of representatives of the industry from the middle west to coordinate activities of radio distributors of the country.

Represented at the meeting were members of the Northwest Radio Trades Association, St. Louis Radio Trade Association, Wisconsin Radio Trade Association, Michigan Radio Trade Association,

Officers selected by the organization are: President, Harold J. Wrape, St. Louis; vice presidents, A. M. Edwards of Detroit, N. C. Beerend of Milwaukee, G. H. Riebeth of Minneapolis, R. W. Bennett of St. Louis; Secretary-treasurer, H. H. Cory of Minneapolis.

Purpose of the organization is to act as a clearing house for sectional and state radio associations on trade practices, and to aid in solving interference and broadcasting problems, and to promote advancement of the radio industry.

Resolutions approved the new plan of the Northwest Radio Trades Association plan of forming radio listeners' clubs in every community and to broadcast information regarding operation of radio sets.

At the first annual meeting of the Federated Radio Trade Association in Chicago April 15-20 of the leading trade associations are to be invited to have delegates present and to join in the movement of making a national organization of territorial trade associations of the radio industry.

N. California S. A. E. Active

SAN FRANCISCO, March 6.—The Northern California Chapter of the Society of Automotive Engineers, recently formed, has become very active through round-table discussions held at luncheon every Tuesday at the Engineers' Club, 57 Post street, San Francisco, and a larger meeting once a month, at which addresses are made by engineers.

Minneapolis Trades Elect

MINNEAPOLIS, March 6 .- At the annual election of the Minneapolis Associated Automotive Trades general officers for 1926 were selected as follows: President, Walter R. Vashro; vice-president, E. M. Pomeroy; treasurer, E. A. Zolle; directors, S. W. Eddy, Clifford Horton, W. J. Potts, F. B. Wilcox, Tom Gavin, H. S. Christian. This association is operated on the craft system plan and the directors are representatives of all the groups except the tire dealers, which have a separate organization Presidents of the groups are all members of the general board. The Service Station and Garage Storage Craft elected the following officers: President, H. B. Miller; vice-president, S. W. Rothenberger; treasurer, Stephen E. Dunn; directors, Frank Rodeen and Hugo Carlson.

Kelley Heads Garage Men

SAN FRANCISCO, March 6.—The San Francisco Garage Owners' Association has elected P. J. Kelley president; S. Kragen, vice-president, and Arthur D'Ettel, secretary-manager.

Boston Sales Hold Up Despite Bad Weather

With Automobile Show Ahead Industry Sees Big Year for Sales

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BOSTON, March 6.-Boston distributors and dealers are satisfied with the amount of business done during February. They would have welcomed more, but when two blizzards within a week's time piled up the highways making it impossible for callers to park along automobile row to any extent, putting a ban upon demonstrations entirely, they feel they have done pretty well.

It was just as serious outside Boston so the suburban dealers have been under as severe a handicap. The snow caked up and with no thaw it has been hanging on for about three weeks. However, Washington's birthday gave an opening wedge and the men were all keyed up to high speed sales, which helped out materially.

Now the motor show is just ahead of them, and with the impetus of the holiday sales, and the inconvenience many motorists suffered by being tied down to necessary trips only, making them long for a real spin, everyone is primed now to take full advantage of the show. Sales conferences are being held a couple of times a week and nothing is being overlooked. Organizations are being strengthened, for everyone seems to sense that this should be even bigger than 1925 in sales if they get away to a good start.

Used cars have not been moving very well, but the holiday sales did much to decrease the number. Many of the dealers priced their cars exceptionally low, advertised freely, and are giving free storage until after April 1. With sales not piling up heavily in February there were fewer tradeins than ordinarily in this month. Accessory and tire men say that business has been good for them.

New Paige-Jewett Dealers

DETROIT, March 6.—The Paige-Detroit Motor Car Company has appointed new dealers as follows:

J. R. McCowan, Sydney, N. S., Charlotte Paige-Jewett Company, Charlotte, N. C., Walter P. Hunter Motor Sales, Flint, Mich., A. C. Buck, Arlington, Minn., bault Auto Service, Fairbault, Minn., H. A. Haug, Sacred Heart, Minn., Reliable Motor Co., Thief River Falls, Minn., Yonkers Paige-Jewett Co., Yonkers, N. Y., G. F. Penwarden, Centralia, Ont., Dean Darlington, Groton, S. D., M. Brody & Son, Cashton, Wis., J. B. Shaw Estate, Edgerton, Wis., J. L. Robinson, Soldiers Grove, Wis., Ira Freedy, Sturdevant, Wis.

Welch & Whipple Co., Bartow, Fla., Wagner & Reed, Clearwater, Fla., R. P. Hagner, Milwaukee, Wis., Charles J. Tiegs, Milwaukee, Wis., Fred Reitz, Montello, Wis., Scharf Motor Sales, Portage, Wis., Union Grove Motor Sales, Union Grove, Wis., Nash Hardware Company,

Wisconsin Rapids, Wis., William H. Maynard, Canastota, N. Y., Deason & Simpson, Tyler, Texas, William May, Belgium, Wis., Kommers Motor Company, E. Peoria, Ill., White Front Garage, Zion, Ill.

White Front Garage, Zion, Ill.

Terminal Paige-Jewett Co., Chicago,
Michaud's Garage, Presque Isle, Maine,
R. W. Boughton Auto Co., North Rose,
N. Y., Coursey's Garage, Alliance, Neb.,
Botbul's Garage, Grand Haven, Mich.,
Paige-Jewett Sales, Holland, Mich., S. E.
Eliott, South Haven, Mich., H. S. Wiggins,
Ennis, Texas, Paulos Auto Co., Tooele,
Utan, DeLuxe Sales & Service, Susanville,
Cal., Berlin Auto & Machine Works, Berlin, N. J., Hollidaysburg Auto Company, lin, N. J., Hollidaysburg Auto Company, Hollidaysburg, Penn., Behr Motor Sales Co., Inc., New Orleans, Wabash Paige-Jewett Sales, Wabash, Ind.

Charleston Motor Co., Charleston, Ill., Copes Service Garage, Limon, Colo., Nelson Auto Co., Pipestone, Minn., Hill's Garage, Aurora, S. D., Phillips Motor Sales Company, Madison, S. D., J. H. Hinz, Oelrichs, S. D., Woonsocket Garage, Woonsocket. S. D., C. L. Thurman Motor Co., Sevierville, Tenn.

Staley Joins Drew

BALTIMORE, March 6.-Harold W. Drew, president of Drew Motors, Inc., Baltimore Lincoln distributor, has announced that William Staley, for 11 years with the Backus Motor Co., has been made service manager for the new firm. With Mr. Staley, who has associated with the Lincoln for a long time, comes his entire mechanical staff. Hugh Minter, former Lincoln and Packard salesman, also has joined the new house in the capacity of salesman.

C. G. Buys Plant

DETROIT, March 6 .- President Christian Girl announces that the C. G. Spring & Bumper Co. has purchased the plant in which it is now located from F. L. Bromley Properties, Inc., at an expense of \$700,000. The plant, previously leased by the concern, is located at 2642-2672 E. Grand Boulevard. The plant is being remodeled and enlarged to double capacity with a daylight minimum production of 4,000 bumpers daily.

Kansas City Dealers See **Excellent 1926 Business**

February Sales Far Ahead of January; in Some Cases as High as 100%

KANSAS CITY, March 6.-General business conditions are better than a year ago, and are showing continuous improvement, with dealers and jobbers looking for better business during the year. Collections are good.

The stimulation given to sales by the motor show in Kansas City resulted in many sales at the show, and since, at the showrooms. Better classes of cars are in demand. The new colors are causing many trade-ins of good cars. Jobbers made contracts at the show in excess of any previous year. February sales are better than January sales; some dealers reporting as much as 100 per cent gain.

Used cars are moving so well that dealers who have been in the habit of having annual sales on used cars in the spring are now questioning the necessity of having a sale this year. The demand is for guaranteed used cars, and for the better class. Fords, however, are selling better than in any year heretofore.

Most dealers and jobbers report good business during the month, with an increase over last year. The business has been spotted with some of the jobbers, however. Dealers who recondition their used cars and give guarantees are finding that this practice cuts into the accessory sales.

This spring is showing the best sale of tractors to dealers in the agricultural districts for years. Best in the history of the industry, some report.

Coming Motor Events

Automobile Shows

.....Mar. 29-Apr. 3 (Second annual Motor Bus Show)

Conventions

North Carolina Automotive Trade Association, annual, Winston-Salem, N. C., March 17.

Texas Automotive Dealers' Association. Tenth annual, Galvez Hotel, Galveston, Tex., May 12-13.

Automobile Body Builders' Association, annual, Hotel Statler, Detroit, June

COMING FEATURES OF CHILTON CLASS JOURNAL PUBLICATIONS

May 6-Motor Acr-Sales and Service Reference Number.

Races

Los Angeles, Cal Mar. 21,	1926
Fresno, CalApril 15,	1926
Atlantic City, N. JMay 1,	1926
Charlotte, N. CMay 10,	1926
Indianapolis, IndMay 31,	1926
Altoona, PennsylvaniaJune 12,	1926
Laurel, MarylandJune 26,	1926
Salem, New HampshireJuly 5,	1926
Atlantic City, N. JJuly 17,	1926
Altoona, PennsylvaniaSept. 6,	1926
Salem, New HampshireSept. 25,	
Laurel, MarylandOct. 9,	1926
Atlantic City, N. JOct. 23,	1926
Charlotte, N. CNov. 11,	1926
Los Angeles, CalNov. 25,	1926

May—Automobile Trade Journal—"Big-gest Market" Issue.

Prices and Weights of Current Passenger Car Models

										0					
SHIP. WT. P	ASS. 1	BODY STYLE.	PRICE			BODY STYLE. P	RICE	SHIP. WT. I	PASS.	BODY STYLE.	PRICE	SHIP. WT. P		ODY STYLE. P.	RICE
	108	3 in. W. B.				1123/4 in. W. B.)				"4-55"	-		""	New Day"	
2210 2410	5-p 5-p	Touring Sedan	\$865 995	2805	4-p		\$1,62 5 1,395	2560	5-p	Touring	\$1,095	******	5-p 5-p	Touring DeL. Sedan DeL.	\$1,095
	_		***	2785 2895	5-p 5-p	Phaeton Coach	1,445	2900	4-p 5-p	Roadster Coach	1,295	*******		Sedan de Luxe	1,095 1,095
3100	RSON 5-p	"6" Phaeton	\$1,575	2935 2995	4-p 5-p	Coupe Brougham	1,795 1,865	2779	3-p 5-p	Coupe Sedan	1,295	JORDA	AN		
3130	5-p	Sp. Phaeton	1,650	3060	5-p	Sedan	1,695	2110	0-p	"6-65"	1,550			"J"	
3145 3570	4-p 5-p	Coupe Sp. Sedan	2,050 2,100	3085 3090	5-p 5-p	Royal Sedan Crown Sedan	1,995 2,095	*******	5-p	Touring	1,295	*******	4-p 5-p	Playboy Road.	\$1,695 1,845
	-	"ST. 8"				"80"		2779	4-p 5-p	Roadster Coach	1,495			eries "A"	
8520 8750	5-p 4-p	Sp. Phaeton Coupe	1,995 2,450		(120	in. W. B.)		******	3-p	Coupe	1,495	3340	5-p	Touring	2,275
790	5-p	Sedan	2,595	3730 3775	4-p 5-p	Roadster Phaeton	2,885 2,645	2900	5-p	Sedan	1,595	3625 3525	5-p 5-p	Brougham Sedan	2,575 2,675
UBU	RN	44 440	1	4105	5-p	Sedan	3,395		4-p	"8-81" Roadster	2,315	3470	7-p	Sedan	2,925
******	5-p	"4-44" Touring	\$1,145			7 in. W. B.)		*******	7-p	Touring	2,265	KISSE	L	"55"	
******	5-p	Roadster Coupe	1,145	4015 4225	4-p 7-p	Coupe Sedan	3,195 3,595	3000	3-p 4-p	Coupe Road.	2,195 2,095	3130	2-p		\$1,795
******	5-p	Sedan	1,175		7-p	Sedan Lim.	3,695	*******	5-p	Sedan	2,265	*******	2-p 4-p	Sp'dster DeL. Speedster	2,085 1,895
		"6-66"		CLEV	ELAN	D "31"		4050	7-p	Sedan	2,765	******	4-p	Sp'dster DeL.	2,185
850 860	4-p 6-p	Sport-Roadst Touring	er 1,395 1,395	2415	5-p	Touring	\$945	2185	X 5-p	Touring		3530	2-p 4-p	Enc. Speedster Enc. Speedster	2.185
	3-p	Coupe	1,445	2565 2520	5-p 3-p	Tour'g DeLuxe Coupe	1,035	2395	5-p	Coach	840*	******	4-p	Enc. Spd. DeL. Enc. Spd. DeL.	2,685
020 070	5-p 5-p	Brougham Sedan	1,495	2695	5-p	Sedan	1,090	*Deli	vered, F. O	Detroit. Mfrs. B. prices.	do not	3190	2-p 4-p	Tourster	1,795
070	******	Wanderer	1,745	2000	F	"43"	1,145	FLIN				2980	4-p	Tourster DeL. Phaeton	1,985
100	4 -	"8-88"	1	2800 2915	5-p 3-p	Touring Coupe	1,225		-	"80"		3170	5-p	Phaeton DeL.	1,785
180 200	4-p 6-p	Sport-Roadst Touring	er 1,695 1,695	2975 3145	5-p 5-p	Sp. Touring Sedan	1,295 1,345	3325 3245	4-p	Sport Road.	\$1,945 1,595	*******	7-p 7-p	Touring DeL.	1,685
380	3-p	Coupe	1,745	3215	5-p	Sedan DeLuxe	1,595	3310	6-p 4-p	Touring Sp. Touring	1,945	******	*****	Coupe Roadster	1,695
450	5-p 5-p	Brougham Sedan	1,795	3215	5-р	Sport Sedan	1,625	3245 3595	4-p 5-p	Coupe Sedan	2,045 2,195	3430	4-p 4-p	Coupe DeL	2,085 2,485
450 750	7-p	Wanderer Sedan	2,045	CUNI	NINGH	AM "V-6"		3030	7-p	Sedan	2,395	3540	5-p	Broug. Sedan	1,995
UIC		'Standard''	2,000	4600	7-p	Touring	\$6,650			"60"		*******	5-p 5-p	Brg. Sed. DeL. Brougham 2d.	1,695
845	2-p	Roadster	\$1,125	4500	4-p	Sp. Touring	6,150	2715	4-p 5-p	Roadster Touring	1,395 1,285	4070	7-p 7-p	Sedan De Luxe Ber. Sed. DeL	3,085
955	5-p	Touring	1,150	4700 5000	4-p 6-p	Coupe Limousine	7,600 8,100		4-p	Coupe Roadst	ter 1,495	3530	5-p	Victoria	2,185
020 150	2-p 5-p	Coupe 2 d. Sedan	1,195	DAG			-,	2940 2965	5-p 5-p	Sedan 4d. Brougham	1,525	******	5-p	Victoria DeL	2,485
110 230	4-p 5-p	Coupe 4 d. Sedan	1,275 1,295			"6-70"				"Jr. 6"	1.085	*******	2-p	Speedster	2,195
	• •	"Master"	1,200	3750 3800	4-p 4-p	Roadster Sp. Tourer	\$3,500 3,500	********	5-p 5-p	Coach DeL. Coach	1,185	*******	2-p	Speedster DeL.	2,485
		0 in. W. B.)		3700	4-p	Phaeton	3,500	FORI)			*******	4-p 4-p	Speedster DeL.	2,585
350 515	2-p 5-p	Roadster Touring	1,250 1,295	4200 4200	4-p 5-p	Petite Coupe Petite Sedan	4,500 4,500			arter and Der	n. Rims	******	2-p 2-p	Enc. Speedster Enc. Spd. DeL.	2,485
670	5-p	2 d. Sedan	1,395	4500	4-p	De Luxe Coup	9 4,750	1526	2-p	Runabout	\$290	*******	4-p	Tourster	2,195
765	5-p	Sedan	1,495	4700 4800	5-p 7-p	Sedan Sedan	4,700	1557 1607	5-p	With Balloon Touring	310	******	4-p 4-p	Enc. Speedster Enc. Spd. DeL.	2,585 3,085
570	4-p	28 in. W. B.) Sp. Roadster	1,495			"6-60"		1640	-	With Balloon 1		*******	4-p	Tourster DeL	2,385
1635	5-p	Sp. Touring	1,525	3100	2-p	Roadster	1,985	1645	th Sta 2-p	rter and Dem. Runabout	Rims 375	*******	5-p 5-p	Phaeton DeL.	1,985 2,185
3805 38 55	3-p 4-p	Country Clui	1,795	3200 3150	4-p 5-p	Sp. Touring Touring	1,985	1655		With Balloon 7	Tires 400	******	7-p	Touring DeL.	2,085
3940 4025	5-p 7-p	Brough. Sed Sedan	an 1,925	3500	5-p	Sedan	2,445	1728 1738	5-p	Touring With Balloon 1	395 Tires 420	*******	7-p	Coupe Roadster	2,095
	LLAC	Beuan	1,995	DAV	IS			1851	2-p	Coupe	500	*******	4-p 4-p	Coupe Coupe De Luxe	2,485
		Standard Li	ne	2660	4	"92" Roadster	\$1,495	1860 1961	5-p	With Balloon T Sedan, Tudo With Balloon T	r 520		5-p	Broug. Sedan	2,395
	(13	32 in. W. B.)		2915	4-p 5-p	Legion. Tour.	1,495	1972 1994	5-p	With Balloon 1	res 545	*******	5-p 5-p	Brg. Sed. DeL. Brougham 2d.	2,095
4040 4210	2-p 5-p	Coupe Sedan	\$3,045 3,195	3000 3060	5-p 5-p	Sedan Imperial Seda	1,595 n 1,795	2004		Sedan, Fordo With Balloon	Tires 625	******	7-p	Sedan De Luxe Berl, Sed. DeL.	
4315	7-p	Sedan	3,295		P	"93"		FRA	NKLI				7-p 7-p	Victoria	2,585
$\frac{4110}{4380}$	5-p 7-p	Brougham Imperial	2,995 3,435	2325	5-p	Touring	\$1,285	2800	3-р	"11-A" Sport Road.	\$2,750	*******	7-p	Victoria DeL.	2,885
4175	4-p	Victoria	3,095	2500 2450	5-p 3-p	Sedan Coupe	1,285 1,285	2845	5-p	Touring	2,635	LEXI	NGTO	"6-50"	
	C	ustom Built (132 in.)			NA "SI			2965 3175	3-p 5-p	Coupe Sedan	2,700 3,090	2950	3-p	Roadster	\$1,895
1065	3-p	Roadster	3,250	2995	5-p	Roadster	\$1,695	2900	2-p	Sp. Coupe	3,150	2950 3425	5-p 5-p	Touring Sedan	1,895 2,245
	(1:	38 in. W. B.)		3100 3275	5-p 5-p	Phaeton De Luxe Seda	1,695	3080 3275	5-p 7-p	Sport Sedan Limousine	3,225 3,275	3425	5-p	Landau Sedan	
4125 4100	7-p 5-p	Touring Phaeton	3,250 3,250	3160	5-p	Cabriolet	1,995	3135		Cabriolet Oxford Seda	4,400	LINC	6-p OLN	Landauiet 0	a appl
4300	5-p	Coupe	4,000	3170 3640	5-p 7-p	Sedan De Lux Sedan (135 in	n.	GAR	DNER		0,118	4460	2-p	Roadster	\$4,000
4300 4400	5-p 7-p	Sedan Suburban	4,150 4,285			W. B.)	2,695			"6-A"		4580 4565	7-p 4-p	Touring Phaeton	4,00
4450	7-p	Imperial	4,485	DOD	GE BI	ROTHERS		3150 3160	5-p 4-p	Touring Sp. Roadster	\$1,395 1,395	4780	4-p	Sport Phaeton	4.90
CASI	8	J. I. C.		2473	2-p	Roadster	\$ 795	3440	5-p	Brougham	1,545	4750 4885	4-p 4-p	Coupe Sedan	4,600
3260	3-p	Roadster	\$1,840	2593 2567	2-p 5-p	Special Roads Touring	795	3440	5-p	Std. Sedan	1,595	4760	5-p	Sedan Sedan	4,900 5,10
3290	5-p	Touring	1,885	2695 2628	5-p 2-p	Spec. Touring Coupe "B"		3520	б-р		1,795	4890 4945	7-p 7-p	Limousine	5,30
3470 3640	5-p 5-p	Sp. Touring Sedan	2,590	2718	2-p	Spec. Coupe "	'B" 895	3480	4-p	Sp. Roadster	r 1,795		MOBI	LE "48"	
3650	5-p	Brougham	2,590	2847 2848	5-p	"B" Sedan Spec. "B" Se	895	3740 3580	5-p 4-p	Brougham Cabriolet	1,895 2,095	5280	4-p	Sportif Tour.	\$7,46
3950	7 -	"Y"	0.000	2970		Spec. "A" Sec		3730	5-p		2,095	5330	7-p	Touring	7,46
1320	7-p 7-p	Touring Sedan	2,225 2,975	DUE	SENBI			GRA	Y	"S"		5630 5464	5-p 7-p	Victoria Sedan Brougham	10,05
CHA		R "35"				Straight "8"			5-р		\$845	5640	7-p	Touring Lim.	9,50
3090	2-p	Roadster	\$1,695	3920 3970	2-p 4-p	Roadster Roadster	‡	HER	TZ	"D-1"		5868 5600	7-p 7-p	Enc. Dr. Lim. Cabriolet	10,05
$\frac{3085}{3223}$	5-p 7-p	Sport Touri Touring	1.645	3700	5-p	Phaeton	\$6,650		5-р					"Jr8"	
3309 3525	5-p 5-p	Brougham	1,695	3980 4115	4-p 5-p	Sp. Phaeton Sedan	Ŧ	3800	5-p	Sedan	********	3100	2-p	Roadster	2,150 1,780
3498	5-p	Met. Sedan 20th C'y Se	dan 1,590	4500	7-p	Sedan	Ť	HUD	SON	"Super Six"		3000 3250	5-p 4-p	Touring Coupe	2,26
3594	7-p	Sedan	1,995			turers do not	quote	3400	7-p	Phaeton		3400 3350	6-p 5-p	Sedan Brougham	2,28
HE	VROLI "Supe	ET rior" (Series	K)		prices.			3385 3425	5-p	Coach	\$1,260*	1 5500	- p	"90"	
1780	2-p	Roadster	\$510		PONT	"D"		3675	7-p	Sedan	1,695*		4-p	Sportif Tour.	5,500
1875 2030	5-p 2-p	Touring	510	3300 3550	2·p 5-p	Roadster Touring	\$2,600 2,600	*Del quot	ivered	Detroit. Mfrs	s. do not	*******	4-p 4-p	Roadster Coupe	6,90
2130	5-p	Utility Coup Coach	645	3800 3550	7-p	Touring	2,750		MOBI	LE		********	5-p	Victoria Sedan	7,306
2215	5-p 5-p	Sedan Landau Sed	735		5-р	Touring Sedan	1 3,300			"A"		*******	5-p 7-p	Sed. (divided) Cabriolet	7,500
	YSLEI		mii 100	DUR	ANT	A-22		2620 2800	5-p 5-p	Touring Sedan	\$1,325 1,385	******	7-p 6-p	Limousine Brougham	7,500
	(10	09 in. W. B).		2300	5-p	Touring	\$ 730		- 2	"E-2"	-,000	McFA	RLAN	"6"	.,
2265 2300	2-p 5-p	Roadster Touring	\$890 845	2380 2450	5-p	Spec. Touring		3135	5-p	Touring	1,945			"SV"	
2405	2-p	Club Coupe	895	2480	4-p 4-p	Coupe Spec. Coupe	875	3362 3295	7-p 4-p	Coupe	2,045	3700	2-p 2-p	Roadster Spec. Roadster	\$2,650 2,900
2510 2570	5-p 5-p	Coach Std. Sedan	935 995	2650 2710	5-p 5-p	Sedan Spec. Sedan	995	3410	5-p 5-p	Sedan Berline	2,345	3600	5-p	Touring	2,650
						President			0-p	Domine	2, 110		7-p	Touring	
44														Matar	1 00

Prices and Weights of Current Passenger Car Models

SHIP. WT. PASS. BODY STYLE. P			BODY STYLE. P.	RICE			ODY STYLE. PI	RICE	-		ODY STYLE. PI	RICE
McFARLAN "6" (Continued))	OVERLAND	(Continued)		REVER	RE (C	ontinued) "M"		STEVE:			8,150
3850 4-p Coupe 3850 5-p Sedan 5-p Spec. Sedan 3850 7-p Sedan 5-p Sub. Sedan 7-p Sub. Sedan 5-p Brougham 4d.	3,180 3,180 3,180 3,280 3,380 3,480 3,180	2443 5-p 2584 5-p PACKARD	34 in. W. B.) Touring Std. Sedan Sedan De Luxe "6" 6 in. W. B.)		3800 3970 4400 RICKE	4-p 5-p 5-p NBAC	Sportster Touring Sedan KER "E" in. W. B.)	3,200 3,200 3,200 4,000	5425 5600 45730 45850 6750 6100 6210 76150 77	-p 8 -p 8 -p 7 -p 7 -p 7 -p 7 -p 7 -p 7	Fouring Sp. Touring Coupe Sedan Fown Brough. Vestibule Lim. Limousine Limousine	7,500 7,750 9,000 0,000 9,675 0,175 9,675 0,175
4000 2-p Roadster 4600 4-p Sp. Touring 4900 4-p Coupe 5200 4-p Tour. Sedan 5200 7-p Tour. Sedan	5,400 5,600 6,720 6,720 6,810 6,720 6,810 6,810 7,110 9,000	3643 4-p 3653 5-p 3753 4-p 3937 5-p (13: 3793 7-p 4043 7-p 4133 7-p	Roadster Touring Sp. Touring Coupe Sedan 3 in. W. B.) Touring Sedan Club Sedan Sedan Lim. "8"	\$2,785 2,585 2,750 2,585 2,585 2,785 2,785 2,785 2,725 2,725 2,725 2,885	3116 3202 3040 3317 3353	7-p 4-p 5-p 5-p 4-p 4-p 5-p 7-p	Touring Roadster Coupe-Sedan Brougham Coupe Roadster Coupe DeLuxe Sedan Sedan "B-8" 4 in. W. B.)	1,795 1,795 1,695 1,895 1,995 1,995 2,095 2,195	2760 3 2810 3 2870 5 2945 3 2980 8 3260	Sta Sta	R ndard Six Du. Roadster Sport Roadster Du. Phaeton Country Club Coach Sedan Sedan	1,125 1,29f 1,14i 1,295 1,195 1,295 1,295 1,395
"Straight 8" 2-p Roadster 4-p Roadster 5-p Touring 7-p Touring 5-p Sedan 7-p Sedan 7-p Sedan 7-p Sedan 4-p Coupe 5-p Coach Broug, 5-p Town Car	2,650 2,900 2,650 2,750 3,180 3,280 3,480 3,180 3,180 3,180	4060 4-D 4090 5-D 4023 4-D 4242 4-D 4528 5-D (14 4199 7-D 5-D 4655 7-D	6 in. W. B.) Runabout Touring Sp. Touring Coupe Sedan Coupe 3 in. W. B.) Touring Club Sedan Sedan	3,950 3,750 3,900 4,650 4,750 5,775 3,950 4,890 5,000	3445 3486 3440 3603 3640	5-p 7-p 4-p 5-p 5-p 4-p 4-p 7-p 4-p	Touring Touring Sup. Sp. Road- ster Coupe Sedan Brougham Coupe Roadster Coupe DeLuxe Sedan Sedan	2,195 2,150 2,195 3,250 2,095 2,295 2,320 2,395 2,495 2,495 5,000	3500 3495 3685 3710 3520 3875	1-p 1-p 1-p 5-p 5-p 5-p 6-p 7-p	Sp. Roadster Du. Phaeton Victoria Brougham Coach Sedan Big Six in. W. B.) Du. Phaeton Coupe	1,395 1,595 1,445 1,750 1,795 1,445 1,895
MARMON		4710 7-p PAIGE	Sedan Lim.	5,100		50-55" 5-p	(115 in. W. B Spec. Tourer		4050	5-p 7-p 7-p	Brougham 4 d. Sedan Berline	2,095
3695 2-p Roadster 3604 5-p Phaeton 3704 7-p Broug Coupe 3754 4-p Victoria Coupe 3616 2-p Std. Coupe 3869 5-p Sedan 3859 5-p Sedan 3974 7-p Sedan De Luxe 3969 5-p Sedan De Luxe 3969 5-p Sedan Lim. 3999 7-p Sedan Lim.	3,295 3,295 3,775 3,370	5-p 5-p	"24-26" Std. Sedan De Luxe Cab Roadster Sedan Limousine "6-72" Touring Coupe	1,495 1,670 2,295 1,295 2,245 \$1,895 2,295	**6-5	5-p 2-p 5-p 5-p	Spec. Fourer Bus. Coupe Coupe Sedan DeLuxe (118-138 in. W. I Roadster Tourer Sport Tourer Cabriolet Sedau (128 in. W. E	1,395 1,395 1,695 3.) 2,385 1,985 2,285 2,285 2,750 2,950	3320 3425 3505 3750 3760 STUTZ	(120 3-p 4-p 5-p 5-p 5-p 5-p 5-p	in. W. B.) Du. Roadster Sport Roadster Sport Phaeton Club Coupe Sedan "A-A"	2,225 1,495 1,645 1,575 1,650 1,895 2,995 2,995
MOON		3500 5-p	Sedan 33 in. W. B.)	2,395		"Cu	stom Built"		*******	5-p 4-p	Sedan Vic. Coupe	2,995
Series "A" 2600 5-p Roadster 2720 5-p Cab. Roadster 2560 5-p Touring 2710 5-p Coach 2710 5-p DeL. Sedan 2d 2850 5-p Std. Sedan 4d 2860 5-p DeL. Sedan 4d	1,445	3275 2-p 3300 7-p 3700 7-p 3825 7-p	Sp. Roadster Touring Sedan Limousine "6-80" 16 in. W. B.) Sedan Std. Sedan	2,195 1,995 2,595 2,695 \$1,495 1,595	44	2-p 3-p 4-p '8-88" 4-p 5-p 5-p 7-p	Speedster Sport Tourer (138 in. W. B.) Roadster Sport Tourer Tourer	2,750 2,750 2,495 2,585	3030 3025 3150 3340 3005	2-p 4-p 5-p 3-p 5-p 5-p	"60"	\$1,495 1,450 1,450 1,750 1,425
London	1,985 1,985 2,540		"8-69" 33½ in. W. B.) Roadster Sedan Sedan Berl. Limousing	\$2,995 3,495 3,595		2-p 5-p 3-p 5-p 7-p	Speedster Sedan Cabriolet Spec. Sedan Sedan (136-in. W. B.) Brougham	2,985 1,995 2,950 3,485 3,285 2,895	3500 3520	(127 7-p 5-p	De Luxe Sedan NTE CLAIRE "B-68" In. W. B.) Phaeton Sedan	2,150 \$2,885 3885
"Special" 2870 2-p Roadster	\$1,115	PIERCE-A	RROW		ROLL	S-ROY	CE Chassis	tt	3635	7-р	Sedan "C-68"	3900
2980 5-p Touring 3030 2-p Business Coup 3120 5-p Sedan 2d. 5-p Sedan 3300 5-p Sedan 4d. "Advanced"	1,135	4350 2-p 4500 4-p 4590 7-p 4730 3-p 4800 4-p	"33" Runabout Touring Touring Coupe Sedan	\$5,250 5,250 5,250 6,800 6,900	†† M list pi STAN	rices.	"262" Phaeton	quote	3350 3450 3600	4-p 4-p 5-p	Roadster Gray G. Trav. Sedan "D-68" In. W. B.)	3300 3300 4085
(121 in. W. B.) 3320 3-p Roadster 3400 5-p Touring 3550 5-p Sedan 2 d. "Advanced"	1,375 1,340 1,425	4960 7-p 4750 4-p 4730 6-p 4850 7-p 5060 7-p 4780 7-p 4730 6-p	Sedan Coupe Sedan Brougham Limousine Enclosed Lim, French Lim, Landaulet	7,000 6,900 6,800 7,000 7,000 7,000	4000 STAR	5-p	Sedan "4" Roadster Touring Coupster	525 525 610	3550 3450 3625 3800 3825 3820 3710	4-p 4-p 5-p 7-p 5-p 5-p	Gray G. Trav. Roadster Cab. Roadster Std. Sedan Sedan Brougham Spec. Sedan	3,300
(127 in. W. B.) 3480 7-p Touring	1,490	3205 2-p	"80" Roadster	2,895	*******	5-p 5-p	Coach Sedan 4 d.	695 795	3875	7-p	Enc. Limousine	e 4,150
3640 4-p Yottoria 3750 5-p Coupe 4 d. 3830 7-p Sedan OAKLAND	1,790 1,990 2,090	3260 4-p 3385 7-p 3430 5-p 5-p	Phaeton Phaeton Coach Coach Lim-Coach	3,095 2,895 3,150 3,250 3,350 3,450	*******	5-p 2-p 2-p 5-p	tandard "6" Touring Coupster Coupe Coach	695 745 820 880	3650 3410 3550 3680	7-p 4-p 4-p 5-p	7 In. W. B.) Phaeton Roadster Gray G. Trav. Sedan	3,185
2425 2-p Roadster 2500 5-p Touring	\$975 1,025	3365 4-p 3335 4-p	Coupe Landau Coupe	3,820 3,695 3,895	STEA	5-p RNS-I	Landau Sedan	975	3765 3770 3775	5-p 5-p 7-p	Vogue Sedan Vogue Broug. Sedan	3,400 3,400 3,28
2600 4-p Sp. Roadster 2640 5-p Coach 2615 3-p Landau Coup 2765 5-p Sedan 2885 6-p Landau Sedai OLDSMOBILE	1,175 1,095 e 1,125 1,195	2270 2-p		3,995 4,045 \$ 825	3775 4250 3750	4-p 5-p 5-p 4-p 5-p	"B" (4) Coupe R'dster Touring Sedan Coupe Br'ham Brougham	\$1,795 1,595 2,095 1,995 2,095	3675 3580 3750 3900	"T-6" 5-p 4-p 4-p 5-p 7-p		
2235 5-p Touring	\$87 6 975 980 925	2335 5-p REO 3350 2-p	Coach "T-6" Roadster	\$25 \$1,665	3775 3850 4025	2-p 5-p 7-p 2-p	"S-6-95" Roadster Touring Touring Coupe	2,395 2,395 2,495 3,395	3920 3810 WILL	7-p 5-p 5-p	Limousine Brougham Spec. Sedan NIGHT "66"	3,850 3,750 3,750
2460 5-p Coach 2-p De Luxe Coup 2660 5-p De Luxe Coac 2535 5-p Sedan 2735 5-p De Luxe Seda	950 990 h 1,040 1,025	3182 5-p 3350 2-p 3350 2-p 3515 5-p 3515 5-p	Coupe Spec. Coupe Sedan 4 d.	1,395 1,495 1,565 1,565 1,745	4275 3950 4275	5-p 4-p 5-p 7-p 4-p	Brougham Sp. Coupe Sedan Sedan Sp. Sedan "C-6-75"	2,750 2,850 2,750 3,150 3,050	3323 3395 3566 3582 3672 3604	2-p 5-p 7-p 5-p 5-p 4-p	Roadster Touring Touring Coupe Sedan Brougham Coupe	1,750 1,750 1,950 2,095 2,095 2,195
OVERLAND "91" 4 (100 in. W. B.)		REVERE	"25"	** 750	3525 3540 3550	4-p 5-p	Touring Touring	1,875 1,875 2,185	3686 3822	5-p 7-p	Sedan Sedan	2,298
1919 5-p Touring 2205 5-p Sedan De Lux 2202 5-p Std. Sedan 2 (3900 2-p 3975 4-p 4050 5-p 4300 5-p	Speedster Touring	\$2,750 2,750 2,750 3,800	3550 3650 3700 3700	2-p 5-p 5-p 4-p	Sport Coupe Coupe Br'ham Sedan Brougham	2,185 2,350 2,475 2,475	3050	6-p 6-p	"70" Touring Sedan	\$1,298 1,498
March 11, 1926												45

Mechanical Specifications of Current Passenger Car Models

		I B Số		
	ABBREVIATIONS— NAMES OF MFRS. OF STOCK PARTS	K—Atwater-Kent Li—Auto-Life da—Adams Li—Brown-Life da—Adams I—Alemite ma-Anster-Kent da—Ball & Bell ma-Basic cups da—Ball & Bell ma-Basic cups da—Ball & Bell max da—Carter AS—CAS Products da—Basic cups da—Ball & Bell da—Basic cups da—Ball & Bell da—Basic cups da—Ba		
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The Answer

LOCKHEED HYDRAULIC

Four BRAKES Wheel



Lockheed-Equipped Cars Provide Maximum Safety

Today, Mr. Dealer, you are selling cars which provide either maximum safety for the buyer—or only comparative safety. Naturally, maximum safety makes a car easier to sell.

Many cars assure maximum safety through the use of Lockheed Hydraulic Four-Wheel Brakes—which hold a dominating position in the public mind today.

You will find Lockheed Hydraulics on automobiles from

well under \$1,000 to the most expensive, and on fully onehalf of all the chassis models manufactured in America.

Another great advantage which Lockheed Hydraulics bring the dealer, is less service and less service expense.

There is little or no adjustment required before car delivery, while the brakes retain their equalization and effectiveness permanently.

LOCKHEED-WAGNER SERVICE

Nation-wide special service on Lockheed Hydraulic Four-Wheel Brakes is at your command in strategically located cities through the Wagner Electric Corporation. Each of these service centers carries a complete stock of Lockheed parts, and is equipped with men and machinery that assure expert service.

HYDRAULIC BRAKE COMPANY, DETROIT, MICHIGAN

Mechanical Specifications of Current Passenger Car Models—Continued

(From page 46)

(This list comprises cars distributed on a national basis)

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A - Air
A - Aluminum
B - Semi-steel
E-K--Both internal and
external four wheels
Ch - Chan KEY TO SYMBOLS

-At extra cost

+-Balloons at extra cost

½-Seml-foating

-A-Air

CI—Cast fron
Cm—Central magazine
CO—Chain; Overhead shaft
Cu—Oil and grease cups
E—Full elliptic

G—Head and side
Gr—Grease cups
H—Horizontal (valves)
H—Horizontal (valves)
H—Horizontal (valves)
H—Horizontal (valves)
H—Horizontal (valves)
I—In head
Int—Integral
I-F—Internal four wheels
I-T—Internal rear wheels
I-T—Touternal four wheels
I-T—Touternal rear wheels
I-T—Touternal rear wheels
I-T—Touternal rear wheels

I.—I. head
M.—Metal
N.—None
N.—Sone
N.—Platform (rear springs)
O.—Optional (brakes)

PC—Pressure to all crankshaft and connecting rod bearings
PF—Full pressure to all bearings
PK—Fressure to crankshaft, connecting rods and camshaft bearness rings
PS—Splass with pressure
Pu—Pump
Qu—Quarter elliptic
R—Rectifier
R—Rectifier
Sep—Separate

Sp—Splash (lubrication) Tim—Tiletmoid Tim—Tiletosan Tim—Tiletosan Tim—Tiletosan Tim—Tiletosan Tim—Tiletosan Tim—Tiletosan Tim—Special make Special make Wag—Wagner Wag—Wagner Wag—Warner Tr Thead Tr Thead War—Watord Tr Thead War—Watord War—Wato

OG_Oil and Grease Cups
Ow_Oil cups with wick feed
Fr_Single plate
Fr_Pressure kun

4 g e



Because of a basic human desire for the good things of life, thousands upon thousands of young men and women are imbued with the desire to own a Cadillac at the first opportunity.

As these people progress and achieve increasing success, they take action and get the Cadillac they have so long wanted.

So that each year the fame of Cadillac as a wonderful car spreads, and each year finds more people anxious and able to buy Cadillacs.

Thus the Cadillac market is always growing, always widening—reaching out farther and farther, and consequently insuring continued prosperity for Cadillac dealers, and creating opportunities for the establishment of new dealers.

Cadillac thus offers to business men the requisites of commercial success—Good Will, prestige, a quality product, a great market plus the activating motive of human desire to own so fine a product.

Business men who are interested are invited to write for details.

CADILLAC MOTOR CAR COMPANY, DETROIT DIVISION OF GENERAL MOTORS CORPORATION

New 90 Degree

CADILLAC



KANT STICK BATTERY TESTER "Unless the float is right, the reading is wrong"



Watches or Battery Testers-Precision Equally **Important**

A correct battery reading is no more possible than the correct time if accuracy is disregarded in the manufacture of the Battery Tester or watch.

Over 4,000,000 Battery Testers will be sold this year to car owners who want accurate knowledge of their battery. Testers cheaply, therefore carelessly built, won't do.

To get your share of this year's hydrometer business-and to keep the profit you make-play safe and sell Scrantons.

Scranton Battery Testers are actually built like a fine watch. Each part is individually checked

for size. The float just can't stick. So that the reading is always accurate which boosts you in the customer's opinion.

When you sell battery testers -IN ANY PRICE CLASSit pays to sell Scrantons. The Scranton Glass Instrument Company, Scranton, Pa.



Kant Stick \$1.00 List

Scranton 85c List

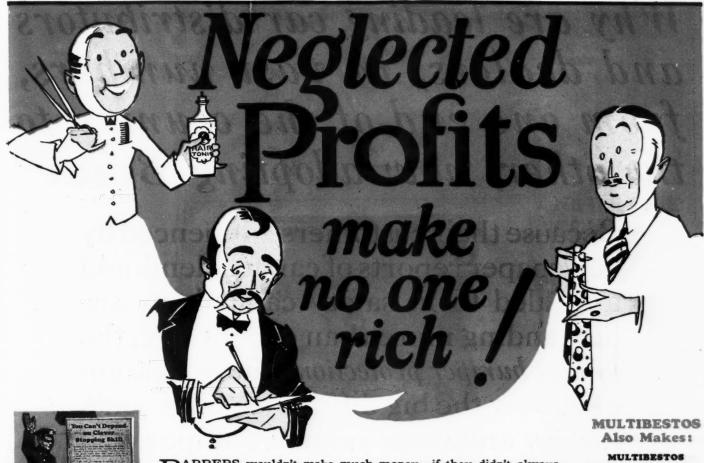
Ayanbee 75c List

Sturdy Special 75c List

Sturdy 65c List

PYRO-ALCOHOL RADIOMETER List Price-75c

(Anti-Freeze Tester)



MULTIBESTOS

MULTIBESTOS

Whenever you look at a Traffic Cop think of Multibe stos. This is one of the Multibestos pages in color appearing in consumer magazines.

BARBERS wouldn't make much money—if they didn't always try to sell every customer a haircut he needs in addition to a shave he asks for.

Restaurant keepers who fail to suggest the "trimmings" for the customer's order of beef have small profits.

Haberdashers rarely let you out of the store without buying something more than the clean collar you came in for.

WHY is it, then, that so many repair shops and service stations let customers go away needing some vital piece of equipment or repair job?

Look at the BRAKES of the next ten cars that come into your shop. The number that need new linings will surprise you. The PROFIT on installing new linings is too good for you to let escape.

Multibestos, besides offering a high quality lining for every brake and clutch need, offere a Plan by which you can secure the brake relining business of your locality. Send the coupon for this today.

MULTIBESTOS COMPANY, Walpole, Mass., U. S. A.

The Lining Most Car Makers Specify

MULTIBESTOS BRAKELININGS



MULTIBESTOS CO. Walpole, Mass. Dept. M.A. 3

Please send me details of the Multibestos Plan to increase my profits. Name.

Address.

MULTIBESTOS

"229" Transmission
Lining for Ford Cars
MULTIBESTOS

Special Transmission
Lining for Ford Cars
MULTIBESTOS

NO-Wire Transmission
Lining for Ford Cars

Lining for Ford Cars

MULTIBESTOS

Fibre Transmission
Lining for Ford Trucks

MULTIBESTOS

Clutch Linings

Why are leading car distributors and dealers, in vast numbers, from one end of the country to the other, now adopting Biflex?

Because their customers, influenced by newspaper reports of car accidents and appealed to in safety campaigns, are demanding more than ever before, the *utmost bumper protection*. These customers know the big difference between a *cushion* and a *non-cushion* bumper, and they insist upon a *cushion* bumper. In a word, Biflex *Cushion Bumper* protection.

THE BIFLEX CORPORATION, WAUKEGAN, ILL. Subsidiary: The Halladay Company, Decatur, Ill.



NET PRICE



SET NO.10



Valve Lathe patented 2-17-14, 11-26-18, 6-22-22, 6-10-24

Mark Reg. U.S. Patern

NEW-DAY methods are here—introduced by Sioux Tools—fast, accurate, time-saving, labor-saving, money-making.

For instance, this is No. 10 Valve Tool Set—a complete outfit for refacing valves and valve seats the **NEW** way—the **Sioux** way!

Order From Your Jobber

ALBERTSON & CO

SIOUX CITY, IA.

The well dealer concen sales efforts on AC products.





He knows that the foremost automotive engineers specify AC products as standard equipment for the very good reason that they perform best. That is the reason for their assured market. Backed by strong advertising, they are sold to motorists without sales resistance. They carry a good margin AC-SPHINX AC Spark Plug Company, FLINT, Michigan of profit.

BIRTHINGLAND Makers of AC Spark Plugs—AC Speedometers—AC Air Cleaners

AC SPARK PLUGS

THE new AC Spark Plug marks the great-PHE new AC Spark I mg est advance made in spark plug construction in years.

A new design, a new alloy for sparking points, a new electrically fused Kyanite insulator core and a new glaze - in a type and size for every motor.

For Fords there is the famous AC 1075, embodying the above improvements as well as many other special features - and it is now made in both one- and two-piece design.

AC SPEEDOMETERS

HE AC Speedometer for Fords is of the same high quality as furnished for original factory equipment to the manufacturers of Buick, Cadillac, Chandler, Chevrolet, Chrys-ler, Gray, Oakland, Oldsmobile, Peerless, Pontiac and GMC Trucks.

There is no swivel joint between the front wheel and the instrument-it drives directexclusively an AC feature, insuring continuously satisfactory service.

Packed complete with all installation attachments, easily mounted and reasonably priced.

AC AIR CLEANERS

THE AC Air Cleaner prevents dust from entering the motor through the air intake of the carburetor, thereby eliminating excessive wear on the motor's moving parts.

Original factory equipment on Buick, Davis, Locomobile "Jr. 8", Oakland, Nash, Stutz and Willys-Knight "6"—Models available for installation on Chevrolet, Chrysler 4, Dodge Brothers, Ford, Maxwell, Oldsmobile, Star, Studebels, Ford, Maxwell, Oldsmobile, Star, Studebels, Ford, Maxwell, Oldsmobile, Star, Studebels, Ford, Maxwell, 1007 Studebaker, as well as the 1925 and earlier models of Buick, Nash and Oakland.

Packed complete with all installation attachments, easily mounted and reasonably priced.



Complete Ready to Install

\$8.50

The K-S Telegage is standard equipment on these leading cars:

Wills Ste. Claire 8
Paige
Willys-Knight 66
Nash Advanced 6
*Oakland
Studebaker
Wills Ste. Claire 6
*Oldsmobile
Willys-Knight 70
Reo Sedan Bus
Ruggles Bus
Commerce Bus
*Standard equipment on
some models; optional
equipment on other
models. Wills Ste. Claire 8

Separate models of the K-S Telegage are now carried in stock ready for installation on any of the following cars:

Dodge20-26
Hudson21-26
Jewett22-25
Oakland-624-26
Olds-625-26
Reo23-26
Flint-4024-25
Overland-6All
Nash Special-625
Nash Special-626
Nash Advanced-6 22-25 Buick Standard-6 All
Buick Master-6 not equipped with dash gauge 24-26.
Buick Master-6 equipped with dash gauge 25-26.

Nowadays these dealers handle the K-S Telegage. They sell it as an accessory on cars they service, and use it as an

With twelve leading car makers using the Telegage as standard equipment, the car that does not show it on the instrument board is at a disadvantage.

Here is the test that convinced these big automobile makers. You can try it for yourself. Fill your gasoline tank with a gallon measure and see how the Telegage on the instrument board checks your filling, gallon for gallon. In every way the Telegage looks and behaves like a fine scientific instrument.

Dealers find the Telegage one of the fastest selling accessories they can handle. Some of the largest car dealers equip every car they sell with the Telegage. You, too, will find the Telegage a welcome ally—not alone because it helps sell cars, but for its additional profit. Simple to install; the tank unit fits in the float gauge opening and a template (included) makes it easy to fit the Telegage on the dash.

Our Saturday Evening Post advertising is educating motorists to look for the Telegage on the cars they buy. Keep ahead of them. Write today for our proposition to dealers.

KING-SEELEY CORPORATION

298 Second Street, Ann Arbor, Michigan

Chicago Branch 2450 Michigan Boulevard



K-S TELEGAGE BE CERTAIN WITH THE

BLACKHAWK SETS for SPRING

SPRING time is set-selling time for Blackhawk dealers. It always brings a peak demand for both fixed handle and detachable wrenches.

From the Blackhawk Display Cabinet it is easy to sell special sets to motorists—the Sales Book tells you how to make them up.

Get set for spring with Blackhawk Wrenches—get volume business from both motorists and mechanics.

Ask how to get the "Q. D." Display Cabinet—a time-proved salesman.

BLACKHAWK MFG. CO. MILWAUKEE, WIS.

Manufacturers of Blackhawk Water Pumps for Fords





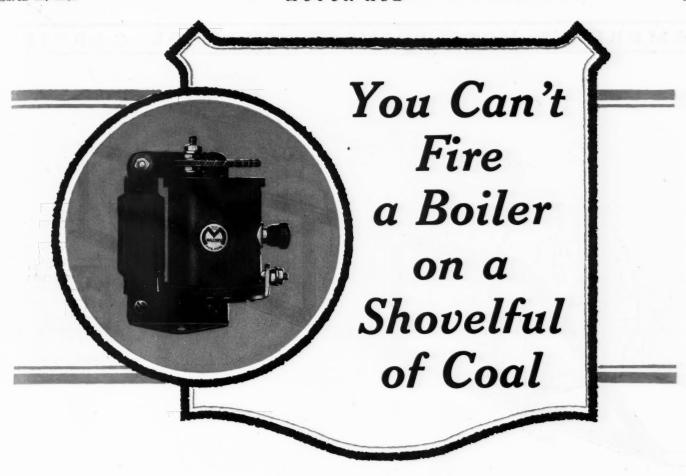


— complete accelerator and automatic foot-rest combined. Sells on sight. Positive, easy operation. No lurching over rough roads. No fatigue or leg strain. Write for literature.



Pumps for Fords
Whirlwind sellers. Two sizes
of the most efficient water
pumps made. Prevent winter
freezing, and summer overheating. "Chief" sells at \$7.50,
"Scout" at \$5.00, complete.
Ask for literature.

BLACKHAWK



-and you can't put pep in a motor with a weak spark!

Slow burning gas in the cylinders of an engine means a poor explosion,—hard starting, loss of power, and lots of carbon.

Grinding valves, cleaning spark plugs, adjusting timer and carburetor may help temporarily but those things only cure the symptoms,—not the cause of the trouble. The real trouble is a coil too weak to furnish a real, hot, fat spark for the gas today isn't what it used to be. The Mallory Coil produces a hot spark—a flash of vivid flame—so red

hot that it ignites every particle of gas instantly. The result is quick expansion,—easy starting,—and lots of power!

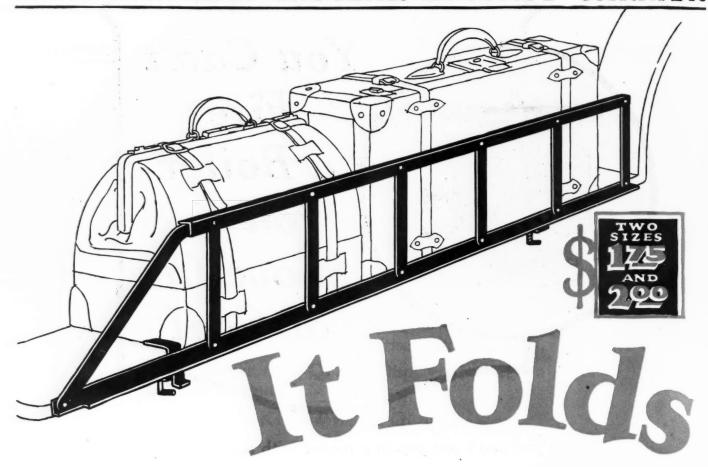
Thousands of garage and service station men are finding that Mallory Coils give a perfect answer to poor starting problems,—and they give better gas mileage with more pep and power.

When you find a hard-starting engine, put on a Mallory Coil and see the difference. Remember, you can't fire an engine on a shovelful of coal. And if you want more ignition facts, ask your Jobber's Salesman about Mallory Milliamps, or write us direct.

Mallory Electric Corporation, 903 Factories Bldg., Toledo, Ohio



AMERICA'S MOST POPULAR LUGGAGE CARRIER



Handiest, strongest, best looking—that's why the Red Cat DeLuxe is the fastest selling carrier everywhere. Folds compactly along running board, out of the way, when not in use. We have the exclusive patent on this fold-down type. Wonderfully improved over ordinary kinds. Clamps to the running board—no holes. Always ready for instant use. Can't rattle. Car doors open over carrier. Finished in black baked enamel,

G. A. ROTH MFG CO.,

At \$1.75 and \$2.00 it is the biggest money's worth of carrier you can sell. Everybody wants one. Folks who wouldn't have other types are buying the DeLuxe. They're saying: "It's a knockout!" Push the Red Cat DeLuxe and this will be your biggest carrier year. Investigate the big profits. Lay in a big stock—you'll need 'em. Order from your jobber or we will send you one at half list price. Write TODAY.

Hastings, Neb.

Red Cat
DELUXE CARRIER



Note the good display given accessories by Lupton Steel Display Counter. Such display always results in increased sales.

Increase sales with Lupton Display Counter

BY wearing a fan belt around his neck, as he filled cars with gasoline, a service station man in Syracuse recently sold 67 fan belts in one week. He gave his wares good display.

Display Sells Goods

Good display sells goods—there's no question about that. That's why Lupton Steel Display Counter is standard equipment in so many dealer establishments, service stations, and accessory stores. This good-looking steel-and-glass counter, built especially for the automotive trades, keeps goods right under the customer's eyes and makes him want to buy.

Lupton Counter Gives Good Display

The Lupton Counter has large glass spaces outlined by trim steel members

which give strength but don't hide the stock. Carefully dressed with attractive merchan dise, the Lupton Counter has just the snap in appearance which makes a strong sales appeal.



lisplay of cialties, etc. large bins:
large bins:
with all its good appearance, Lupton

Steel Display Counter is built for service. The top is continuous linoleum on steel—long-wearing, quiet, and non-scarring. Scientific steel construction makes the counter strong and rigid, without being cumbersome.

Special Features

Other features of Lupton Counter are: the space between the bottom and the floor which permits thorough cleanliness in mopping or sweeping; the standard size of the 3-foot units which enables you to add to or rearrange your counter whenever desired; the easy-running non-warping doors; the design which permits running Lupton Counter around columns and corners to suit any floor space.

You Need It

Lupton Display Counter is made in multiples of 3 feet and is furnished in single units, end units, intermediate

units, and corner sections, with glass or steel front. This standard unit arrangement makes it easy to fit the counter into any establishment, large or small, and makes it possible to expand uniformly as the

business grows. You need Lupton Display Counter. It will make you money.

Write for Price List

Write today for complete literature and prices on this investment-value display equipment. David Lupton's Sons Company, Main Office and Works, Philadelphia, Sales Office, 2631 Woodward Avenue, Detroit, Michigan. Sole Manufacturers of Lupton Auto Parts Storage Systems.



Up-to-date accessory stores, service stations and dealers are cashing in on a lot of accessory sales through the use of Lupton Display Shelving and Lupton Steel Display Counter. These two carry all the stock you need, give good display, and make a neat, modern place of Please business.

Action 2631 Woodward Action Detroit, Mich.

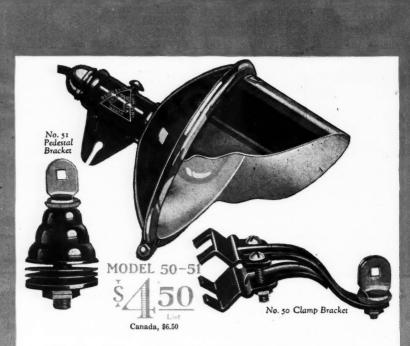
Please send mecomplete price list of Lupton Steel Display Equipment. Also name of closest jobber handling same.

dling same.

Name

Tool Unit: Ideal for keeping tools handy in the shop or displaying them in the Parts Department. Inclined bins show every item. Price only \$35.00

LUPTON STEEL DISPLAY EQUIPMENT



Where Does It Mount?

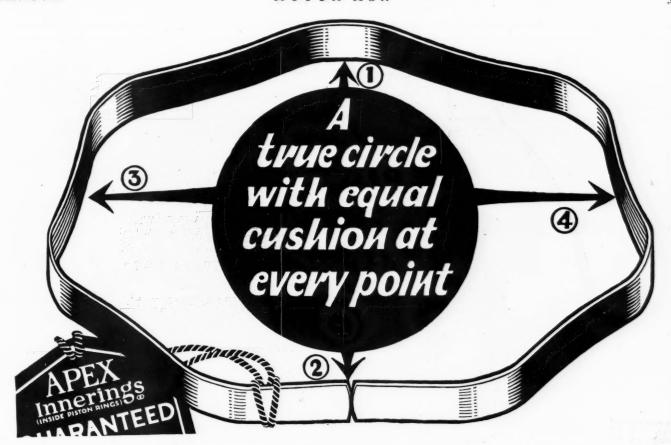
Get this: The Delta RoadLite, with clamp bracket, mounts on brace-rod between headlights; on headlight support rods or brackets; on bumper or bumper brackets; on fender braces or frame. With pedestal bracket, on any fender position, on any cowl position, on either running board to shine forward, out or back, on splash pan in front of radiator, on any flat or curved surface. All the light on the road; shines across to right side—no blinding. Legal everywhere.

Our interchangeable brackets permit you to stock just one lamp and to keep extra brackets of other style. Less capital invested—bigger turnover—bigger profits—and, more customers sold.

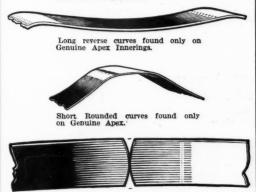
* The Delta RoadLite is selling fast. Scientifically designed; triple silvered reflector; drawn metal mountings; hand buffed nickel trimmings. A jewel in design and finish—a blazer in performance. See your jobber. Write us for full information.

DELTA ELECTRIC COMPANY 303 Delta Block Marion, Indiana

Delta
ROADLITE



- Apex Innerings have short, rounded crimps that have a broad bearing surface against the piston ring. Will not wear through or break and can be adjusted to the proper cushioning effect to fit any job.
- 2. Apex Genuine Innerings are cut between crimps so the cushion is the same on all sides. There is no weak side to collapse under the continued hammering of the piston.
- Apex Long Reverse curves centralize the piston and give it a velvety cushion that absorbs the first shock of the piston slap. The short rounded curves then come into action and positively stop the piston from hammering the cylinder wall.
- 4. Apex Innerings are circular in shape and have a uniform cushion necessary to stop oil pumping and piston slap without creating harmful wall pressure.



Cut between crimps-no weak side.

No Weak Side to This Innering

Apex Genuine Innerings give EQUAL radial cushion on all sides. The short rounded adjustable crimps are accurately spaced about the circumference and have a uniform shock absorbing power. The gap is cut exactly half way between two of these crimps so this cushion on any point of contact is not destroyed.

THERE IS NO WEAK SIDE. The long reverse curves centralize the piston and make it possible for the short rounded points of contact to hold the ring face flush with the cylinder wall and the entire depth of the stroke. Wall pressure is not increased. Apex Innerings absorb the shock of the piston slap. The only force acting on the cylinder wall is a cushioned force and that can never interfere with the oil film or score cylinders.

These are the fundamental facts about Apex Patented design. In the past five years they have been proven their sterling worth in practically every make of car on the market. No imitation can do what APEX are guaranteed to do.

Guaranteed to Stop Oil Pumping and Piston Slap

Apex Genuine Innerings are guaranteed to stop oil pumping and piston slap and to renew power without reboring. Insist upon Apex and look for the guarantee tag in every box.

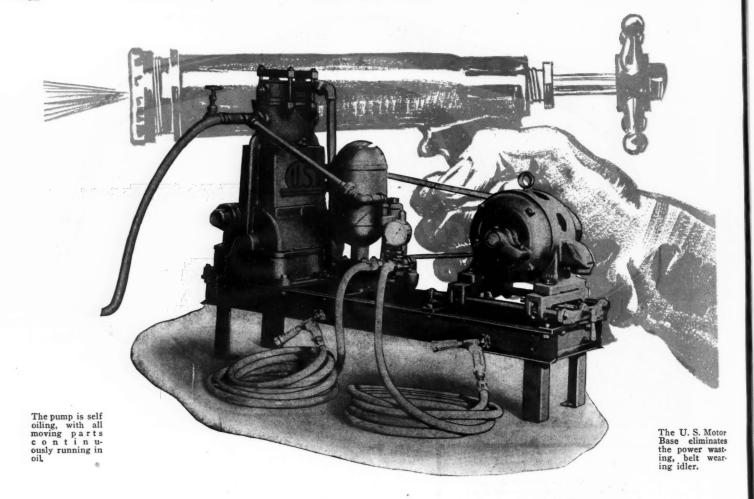
THOMSON MANUFACTURING CO.

DEPT. 7.

PEORIA, ILL.

Jobbers Nation wide distribution with greatly increased production makes possible a new jobber discount. Write for it. Dealers If your favorite jobber does not stock our order to us, new dealer discount means profit on Apex than ever before.





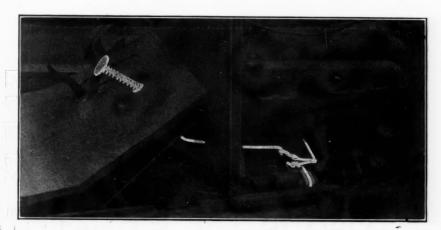
THE SENSATION OF 1926— U. S. Car Washing System!

The washing of cars by the U. S. system is a comparatively late development, but the results to be derived are very surprising as to the saving in labor and the rapidity with which the work can be done. In other words, this improved method of washing automobiles can now be made a profitable department of your business in place of a loss, at the same time eliminating the customary grief and producing more prompt service to your trade.

The U. S. Car Washing unit is not a compressed air outfit, furnishing only 90 to 150 pounds pressure, but a sturdily constructed unit, designed to furnish 300 pounds pressure or a soft mist without injury to the finish of the most luxurious car.

The specially designed U. S. Pistol Grip gun is easily operated with one hand from any angle, permitting operator to use his other hand for holding the hose, which assures convenient change of position.

1	The United States Ai	r Compressor Company	-
1	5304 Harvard Avenue	Cleveland, Ohio	
The United States Air Compressor Co. 5304 Harvard Ave. Cleveland, O. Send me your lat bulletin on car w	Send coupon for illustrated bulletin and full information on modern car washing methods.	dir Compressors; Complete Car Washing Equipments.	
Name		U.S. CAR WASHING EQUIPMENT	
City			
Interested in	2-gun equipment		
(please check)	4-gun equipment	U.S. Equipment Behind the Gu	n!"



QUICK-STEP Ford Accelerator

Fits All Fords—and Makes 'em Care-free

Just step on 'er—that's all. You can tell it's a real accelerator. Its design and the method of attaching insure its acting—always—just like a part of the car.

That's why many Ford dealers always use QUICK-STEP Accelerators on their demonstrators. They know they always work right—just like a part of the car. No need for apologies.



Counter Salesman—FREE

The QUICK-STEP Ford Accelerator sells itself. Every Ford owner who sees this Demonstrator will walk up and work the foot plunger.

He can't help but see the sturdiness of construction and feel the snappy action and reaction.

So in every package of a dozen QUICK-STEP we place a postcard which enables the dealer buying a dozen to get this counter Salesman without charge.

Don't Buy Accelerators until you see the QUICK-STEP Send for sample—you'll never want to sell any other



The Akron Specialty Mfg. Co. AKRON, OHIO



Low-cost Transportation



8 Reasons for Preferring the Star

There are eight specific reasons why progressive dealers are taking on the Star line in steadily increasing numbers.

The reasons are that it includes:

- 1. The world's lowest priced six-cylinder Touring.
- 2. The world's lowest priced Six closed car.
- 3. The world's most powerful low priced Four.
- 4. The world's most economical Four.
- 5. The world's highest quality low priced Four.
- 6. The world's highest quality low priced Six.
- 7. The world's lowest priced Four-door Six Sedan.
- 8. And very important the largest dollar margin per sale in the low-priced field.

Write for full details.

DURANT MOTORS, INC., 250 WEST 57th STREET, NEW YORK CITY

General Sales Department, 1819 Broadway, New York City

PLANTS:

ELIZABETH, N. J.

LANSING, MICH.

OAKLAND, CAL.

TORONTO, ONT.

in traffic



With the Bosch Ignition Type 600 you can throttle a Ford down to three miles an hour without bucking or stalling--and in the coldest weather--it starts on the instant.

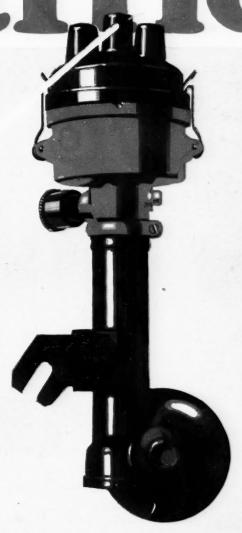
300,000 enthusiastic owners are making easy sales for you-and these sales mean large profits.

It will pay you to specialize on Bosch Ignition Type 600 for Fords.

Price \$12.75.

AMERICAN BOSCH MAGNETO CORP. Springfield, Mass.

Branches: New York Chicago Detroit San Francisco



BOSCH Ignition for FORDS





The Bosch Red Spark Plug is a better Spark Plug because Bosch made it the way spark plugs should be made. In handling Bosch Spark Plugs you are always assured of your full profit and your customers are assured of long, satisfactory service. Sell one and a set is sold --- one owner sells another. Prove it now with a sample order.

Ford size 75c.

Other sizes \$1.00

AMERICAN BOSCH MAGNETO CORPORATION

Main Office and Works:

Springfield, Massachusetts

Branches:

New York

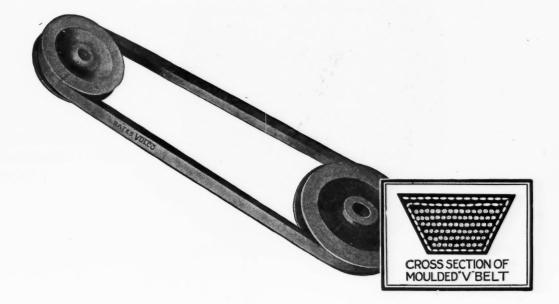
Chicago

Detroit

San Francisco

GATES BELTS

"The Standardized Fan Belt"



Built like a cord tire—the same cords and the same construction—that's why Gates Vulco V-Belts are bringing the pleased customers back to your store.

Made by the World's Largest Manufacturers of Fan Belts.

A wonderful new riding comfort



It "levels the road as you go"

for all makes of cars

WEED Levelizer universal attachments are ready for immediate delivery. They are simple and correct in design to fit practically all cars. Packed with full instructions for installing.

Special attachments for cars where necessary.



3 selling advantages

1. Merit

This remarkable new shock absorbing device levels out the ride in any make of car—over any kind of road surface. It has brought out great unsolicited praise from users. It was proved out through the most rigorous and scientific tests of riding comfort by the American Chain Company, Inc., before it was offered the trade. It is good enough to sell itself.



2. Advertising

Starting with a double-page spread in the Saturday Evening Post for April 17, the WEED Levelizer will be well advertised to the public. Before summer comes all car owners will know about this Wonderful new product. Will be talking about it. Will be asking where they can buy sets for their cars.

3. WEED Reputation

Walter Johnson's name—his good reputation—packs the stands. It's the same with the name WEED. There are 20,000,000 motorists in this country and one thing they all know is WEED Chains. Several million already know WEED Bumpers. This universal prestige will help you WEED Levelizers.

A sure leader!

If you haven't yet ordered WEED Levelizers be sure to learn about them without further delay. Send for descriptive booklets and price lists.

Write for name of your nearest distributor

AMERICAN CHAIN COMPANY, Inc., Bridgeport, Connecticut

In Canada: Dominion Chain Co., Limited, Niagara Falls, Ontario

District Sales Offices: Boston, Chicago, New York, Pittsburgh, Philadelphia, San Francisco

What owners think of Budd-Michelin Wheels



A questionnaire was sent to 500 owners of cars equipped with Budd-Michelin Wheels. 110 replies were received. Among them, a large number did more than answer the questions—they volunteered words of praise and indorsement. Here are some of the things their experience with Budd-Michelin prompted them to say:

"Steel wheels are not easily damaged and are much safer for fast driving." — Los Angeles

"There is no squeaking in disc wheels as in wood wheels. Furthermore, they are much stronger and better looking."—San Francisco

"Steel wheels are much easier to handle and safer. They do not break but bend in event of an accident, and can easily be straightened

or replaced at a lower cost than wood wheels."

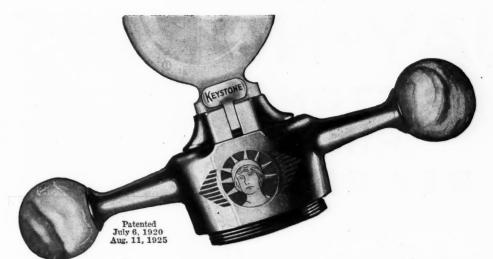
—New York City

"A demountable wheel is much more convenient for an owner-driver than demountable rims. In addition, a steel wheel is easier to clean, looks better, and is safer. I have two cars equipped with Budd steel wheels and their service has been excellent."—Cleveland

"I prefer steel wheels because of their better looks, greater strength, demountable-wheel feature and ease of cleaning. Personally, I would not have any other kind of wheel than the Budd disc."—San Francisco

"I prefer steel wheels because of their better appearance, greater safety, and ease of cleaning. I consider that steel wheels are more in keeping with the trend of motor car design than any other type of wheel."—Pittsburgh





LIST PRICE

\$850

Junior DeLuxe \$750

Keystone Senior De Luxe with Genuine Onyx Balls

Perfectly proportioned with beautifully matched onyx balls—balanced on short, heavy arms and of extra heavy, extra strong construction throughout, this cap is as fine as men can make or money can buy.

The durable nickel finish and absolutely rustproof, theftproof and "freeze" proof features make Keystone Caps a perfect mechanical part as long-lived as the car itself.

Designed for strength, beauty and service—reasonably priced—ready acceptance and sale to the car owner is assured.

Ask your jobber to show you this Keystone Model or write us

THE NORLIPP COMPANY 568 W. Congress Street · Chicago, Illinois



There is only one Eagle Cap—that is Keystone. This distinctive design is made in two sizes—

Eagle - - \$6.00 Eaglet - - 4.00 Including initial or emblem

FYSTONE SELF-LOCKING RADIATOR CAP

Ma

McQUAY-NORRIS

PISTONS PINS BEARINGS



Ford-Chevrolet-Dodge-Overland

Ford Exact factory duplicate pistons with or without pins fitted. Packed 12 to a box. Pins packed 24 to a box. Bearings packed 4 pairs to a box.

Chevrolet

Dodge

Overland

Pins packed 24 to a box. Bearings packed 4 pairs to a box.

at attractively lower prices

The Complete McQUAY-NORRIS parts line PISTON RINGS-PISTONS-PINS-BEARINGS

McQUAY-NORRIS MANUFACTURING COMPANY

General Offices: ST. LOUIS, U.S.A.

Factories: St. Louis, Indianapolis, Connersville, Ind.; Toronto, Canada



Fundamental Facts vs. Someone's Opinion

Lacking the basic facts no phase of automotive merchandising analysis can be successfully undertaken.

No organization in the United States is in position to command comparable basic facts on automotive distribution.

We know the size and character of the general market—and the markets within the market.

In our case we do not rely upon guesses or opinions to guide our advertising clients and their agency counsellors thru channels which lead to profitable automotive distribution.

The automotive market is our specialty. For more than a quarter of a century we have lived it—been an integral part of it.

If you want facts concerning this market—facts which will help in the building of automotive merchandising success—our every facility is at your command.

And please note this especially:

The automotive dealers and maintenance men throughout the country are more and more depending upon our dealer papers with their specialized circulations—to guide them into profitable channels, and keep them there.

Hence the "BIGGEST MARKET" Issue of AUTOMOBILE TRADE JOURNAL, out May 1, and the "SALES AND SERVICE REFERENCE" Number of MOTOR AGE, out May 6, will be of special value to every manufacturer who wants favorable contact with upwards of Seventy Thousand of the country's best retailers and maintenance men.

CHILTON CLASS JOURNAL COMPANY
Chestnut and 56th Streets Philadelphia





Profit in the Flint

- The Flint of 1926 offers an exceptional profit opportunity to the dealer who can qualify.
- A complete line of cars ranging from \$1085 to \$2395 meets the purse requirements of more than 95% of all buyers everywhere.
- Twelve models in three price classes offer 12 opportunities to close each sale.
- The Flint advertising and sales promotion service is one of the attractive and profitable features of the franchise.
- And back of this is the aggressive Flint national advertising campaign, which is telling the story of the Flint to hundreds of prospects in your locality.
- O But the thing that means more to you is the dealer margin and the customer good will which always goes with the Flint.

THULLEL

Vice President and General Manager

FLINT MOTOR COMPANY

FLINT, MICHIGAN

BUILDERS OF HIGH GRADE MOTOR CARS

· F L I N T ·

DUS-PRUF Metal Trunks Mean Profit to You



Owners buy trunks to dress up their cars and give service.

DUS-PRUF Metal Trunks do both. That's why they sell so well.

You can make more money out of the DUS-PRUF, because you can safely recommend it for any car that will carry a trunk, and know that it will give 100% satisfaction in service, usefulness and appearance.

The all-metal trunk is the choice of today's motorist because of its beauty, durability and utility. Metal trunks always look bright and new. Can be washed just like the car. Their growing popularity is evidenced by the fact that makers of automobiles are fast specifying them.

All-Steel trunks are standard equipment on Packard, Reo, Studebaker, Oldsmobile, Jewett and Paige, and service equipment on 16 other makes.

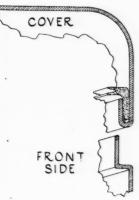
Our line of sizes and styles makes it possible to equip practically any car of well known production with a DUS-PRUF Trunk.

All DUS-PRUF Metal Trunks are sold on a money-back guarantee if not entirely satisfactory.

A minimum of 24-hour delivery always maintained.

Ask for full details.

The Old Way



The above illustrates the method used by other manufacturers for sealing the connection between the lid and body, and does not eliminate the possibility of rattle at this point. Compare this with the DUS-PRUF way (shown below)

The DUS-PRUF Way



Showing how our U-shaped seal fits over the three side edges of the trunk and forms a positive seal against dirt, dust and moisture and eliminates all rumble. An exclusive DUS-PRUF feature



Dus-Pruf Metal Trunk Co.

414 Jefferson Ave., West,

Detroit

Ready-

The Car Price Index That **Every Dealer Needs**

Containing descriptions, specifications and values of 129 makes and models.

For new car salesmen, used car salesmen and buyers, car appraisers and all who have need for the latest information covering car descriptions, car specifications and car prices. Arms you with the answer to every possible question that can come up concerning any car whether this year's model or for practically all back models.

400 pages in pocket-size $(3\frac{1}{2}"x6")$ covering

"complete mechanical specifications on 129 cars and all the models for years back.

comparison of equipment

serial numbers. Factory prices

complete information for identifying used-cars.

high and low used car prices.

and in code the highest price you can give for a used car and make money.'

Absolutely authentic in every detail, the result of close co-operation with thousands of car dealers all over the United States supplying resale values from week to

Future Values

1925—The 6-54 models are continued this year (1925). Landau-Sedan added. 31x4.95 Balloon tires. Planks for construction changed by increasing length of band levers and curving them backward eliminating two links formerly used. Ball thrust bearings used on front axle kings pins, replacing washers. Radiator is longer and ranks needly used. Ball thrust bearings used on front axle kings pins, replacing washers. Radiator is longer and ranks and provided the provided provided in the provided provided in the provided provided provided in the provided pr

and black fenders. Has oval windows in rear quarters with carriage irons. Plush mohair unnoisery of finish.

1926—Model 6-54, 6-cyl.; L-head motor; 113" W. B.; 30x5.25 balloon tires, chain drive; semi-steel pistons; 3 bearing craft shalf. Stromberg carburetor; Remy electric system, pressure lubrication to main connecting rod and camshaft-bearings; Hoseir since Stromberg carburetor; Remy electric system, pressure lubrication to main connecting rod and camshaft-bearings—36" front, rotar collection to main connecting rod and camshaft-bearings and strong sear; semi-elliptic springs—36" front, rotar collection to main connecting rod and camshaft bearings and several search seering gear; semi-elliptic springs—36" front, rotar collection.

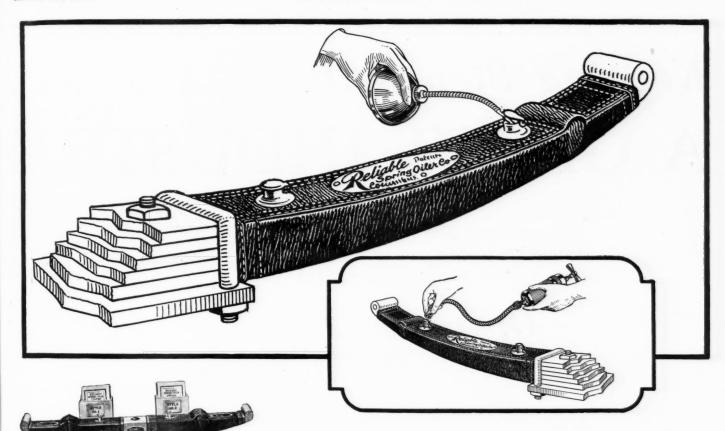
1926—Model 6-54, 6-cyl.; L-head motor; 113" W. B.; 30x5.25 balloon tires, chain drive; semi-steel pistons; Hoseira shalf carriage and camshaft brakes in collection of main connecting gear; semi-elliptic springs—36" front, rotar collection to main connecting gear; semi-elliptic springs—36" front, rotar collection balancer and air cleaner; running boards lowered 11"; ignition of the semi-floating rear axis, semi-elliptic springs—36" front, rotar collection balancer and air cleaner; running boards of use of the semi-floating rear axis, semi-elliptic springs—36" front, rotar collection balancer and air cleaner; running boards of the semi-floating rear axis, semi-elliptic springs—36" front, rotar collection balancer and air cleaner; running boards of the semi-floating rear axis, semi-elliptic springs—36" front, rotar collection balancer and air cleaner; running boards of the semi-floating rear axis, semi-elliptic springs—36" front, rotar collection balancer and air cleaner; running boards of the semi-floating rear axis, semi-elliptic springs—36" front, rotar collection to main connecting rotar collection to mai

bodies by		inished in Ducos	Pass. Capy.	Cyl.		H.P. 19		Number	Rhi Rsg Sig Tne	338 398 422	558 564 598
Model 6-54 6-54 6-54 6-54	1925 1925 1925 1925	Sp. Touring Landau Cpe. Coupe	5 3 4 5	6 6	2 x4 2 x4 2 x4 2 x4	19 19 19	1125 1495 1195			153	200 m
6-54 6-54	1925	Sedan				10	1376		Dest.		

Issued every three months or four times a year. Orders for a year's subscription taken with a 5-day free use privilege. If free use privilege. If at the end of 5 days you do not find the National Car-Price Index worth many times what you pay for it, it may be returned. If you decide to keep it the price is \$5.00 for the entire year's subscription of 4

NATIONAL USED CAR SERVICE

Chambersburg, Pennsylvania



SHOWROOM DISPLAY STAND

Spring covers have never yet been properly presented to the motor car owner. For the first time,—it is now possible, by the use of the new RELIABLE SPRING COVER DISPLAY STAND. Order one of these New Display Stands, they are neat, attractive and practical. They show Spring Covers as they appear on the springs of the car. This display stand properly placed, will attract everyone, and upon examination it will convince anyone of the real necessity of Spring Covers.



SALESMAN'S DEMONSTRATING OUTFIT

Is composed of samples (easily carried in a neat sample case) showing the entire line of RELIABLE SPRING COVERS, as they appear when installed on the springs of a car and also open samples, showing their construction and the materials used. This outfit is complete in every detail and offers any Live-Wire Salesman a real opportunity to make real money.

1926 Cars Lack Just One Thing!

Adequate Spring Protection

Today's motor cars are the finest ever offered to the motoring public. Yet their springs (as well as those of earlier models) must be properly protected and lubricated to successfully combat the additional strains of balloon tires, four wheel brakes, and short, quick stops, due to increased traffic congestion.

Extensive tests show that the modern dirt and moisture proof spring cover best solves this problem, by protecting the springs from the elements of the weather, and at the same time giving ample lubrication.

ALL AUTOMOTIVE AND SPRING ENGINEERS ENDORSE AND RECOM-MEND SPRING COVERS, some favor oil as a lubricant—some favor grease, while others contend that the original lubricant placed in the springs at the time they-are assembled is sufficient, PROVIDED, the springs are completely and properly covered. RELIABLE SPRING COVERS are made to meet all requirements.

Protected springs mean greater resiliency, longer life and greater riding comfort, at less cost. It is useless to expect comfort and economy with a car suffering from chronic dry, rusty, squeaky springs.

Write us for price lists and descriptive literature of RELIABLE SPRING COVERS—one of the fastest selling, money making automotive specialties on the market today.

THE RELIABLE SPRING OILER CO.

RELIABLE

Spring Covers
CARS - TRUCKS - BUSSES

Keeping Step With A GREAT INDUSTRY

The imposing fleets of buses and trucks in operation throughout the motorized world are dependent for their success upon the right character of

Operation and Maintenance

Corporations and individuals who have thousands, and in many cases hundreds of thousands, of dollars invested in equipment—both rolling and service station—are giving an increasing amount of study and general consideration to the constantly arising problems which deal with the promotion of efficient operation and the cutting of maintenance costs.

Intensive field research—actual contact with the men on the firing line whose operation and maintenance problems are real—has determined the publishers of Motor Transport upon a constructive policy to broaden its field and perform an increased service that will be instantly appealing to the thousands of owners and maintenance specialists who have the responsibility of keeping the great bus and truck fleets of the country up to a point of profitable efficiency.

This means publishing vision. It means a broadened editorial policy. It means an advantage—to subscriber and advertiser alike—that will be unique in the annals of publications designed for fleet owners and operators.

Buses-

Leadership in A GREAT INDUSTRY

That the new editorial policy may be more fittingly promulgated it has been decided to change the publication name from Motor Transport to

MOperation & Maintenance

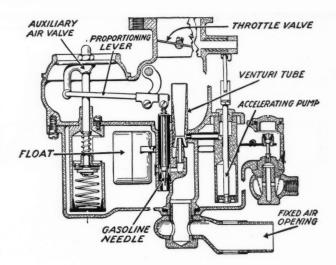
Change of name, cover and dress will become effective with the May 10th issue. Typographically it will take its place among the best designed and edited business papers in the country.

Editorially a greater amount of space will be devoted to the subject of MAINTENANCE because no matter what make of bus or truck is owned, who buys it, or what it costs, proper maintenance determines the relative success of the vehicle.

Under the subject of Maintenance will come engine and chassis overhauling, body repairing and overhauling, painting, washing, care of tires, lubrication, machine tool operation, service station equipment, replacement parts handling, hiring and training of mechanics, service station cost records, etc.

Under the heading of Operation will be discussed the handling of drivers, cost accounting, routing, scheduling and dispatching, purchasing, terminal facilities, etc.

-Trucks-



If you had 5 Carburetors

FIVE carburetors of conventional designs would be required to give the same automobile performance that the Schebler Model "S" gives through exact carburetion.

For the Schebler Model "S" Carburetor provides exactly the right fuel mixture ratio for starting—for acceleration—for idling—for power on hills—and for maximum gasoline economy on the open road. For example, to start a motor in cold weather a dash-control lifts the metering needle well out of its seat to insure a rich mixture. The air intake is entirely through the fixed air opening, which is quite small and causes a very high air velocity. With the metering hole wide open this high velocity air picks up and atomizes a relatively great quantity of gasoline. This very rich mixture when cold is highly explosive. Immediate starting every time is certain.

And this dash control makes it easy to get fine performance while the motor is warming up. It is a very accurate control of the mixture. It can be returned gradually to the normal running position, so the motor runs smoothly with good power right from the start.

The special provisions in Schebler Model "S" design for meeting the other four requirements for really good carburetion are fully explained in an interesting folder we will be glad to send to automotive dealers.

The splendid performance results obtained with the Schebler Model "S" make it an easy seller for a well informed dealer. We give you the information and practical selling helps. Consequently the Schebler franchise is very valuable to good dealers. Maybe this franchise is open in your territory!

WHEELER-SCHEBLER CARBURETOR COMPANY INDIANAPOLIS

1926 : Schebler's Silver Jubilee Year : Established 1901

SCHEBLER
The World's CARBURETORS

A Test Proves it

Gry one of these Schebler Package Outfits for some driver who isn't satisfied with the way his car performs. A test will prove to you the good market for Scheblers. 926



The Horn That Lasts

STRONG VIBRANT TONE · · SURE INSTANT RESPONSE · · LONG LIFE RUGGED · · · SIMPLE · · · · SCIENTIFIC

appeal of the high-frequency magnetic horn.

The price is right-every one who drives is willing to pay \$7.50 for the satisfaction of having the vibrant incisive tone of the Northeaster at his command.

The quality is there - the Northeaster is built with that same ruggedness that has made North East the standard for dependability and long life in electric equipment.

The backing is there – consistent advertising in The Saturday Evening Post is telling this vast market the advisability of owning a NORTHEASTER. Full line of dealer helps that will bring buyers to you.

Get in touch with the nearest North East Distributing Station for full details on the NORTHEASTER and North East motor-driven horns.

NORTH EAST Starting, Generating & Ignition Equipment-Horns - Speedometers The Standard for Dependability and Long Life.

ROCHESTER: ATLANTA: CHICAGO: DETROIT: NEW YORK: KANSAS CITY: SAN FRANCISCO: PARIS: LONDON: TORONTO

One tells another

Your Battery Business Grows!



KEY Graphite Paste on the Terminals

One of the FIFTEEN uses for Key Graphite Paste in Servicing a Car is its use on battery terminals to prevent corrosion and stop sulphation.

When you service a battery or place a new or recharged one in a car you will create a booster for your service if you put KEY Graphite Paste on the terminals. This little touch shows him that you have his best interests at heart—AND—he'll spread the news.

Also—1/4 lb. cans for resale—attractively shown in a Counter display board. 8 cans to a card. Write for illustrated folder.

KEY BOILER EQUIPMENT CO.

27th & McCasland Ave.

East St. Louis, Ill.

Send for this sample can

Key Boiler Equipment Co. 27th and McCasland Ave., East St. Louis, Ill.

Enclosed find 10 cents for which please send me a trial can of Key Graphite Paste.

NAME	******	***************************************
FIRM	******	
ADDRI	ESS	

IOBBER'S NAME

M.A. 3-11-26





What the "Tuthill Service Station Plan" Means

When you see "Write for the Tuthill Service Station Plan" at the bottom of a Tuthill advertisement, maybe you don't realize how important those words are to you.

They mean just this. The Tuthill Spring Company is giving you an opportunity to start on a real money making proposition. An opportunity to establish a department in your shop that will be a means of steady, dependable profit—all year 'round.

Those vital words in Tuthill advertisements mean that you have a chance to sell Tuthill Titanics—the finest springs that money can buy. Springs that will back you up with the greatest guarantee ever put on springs. Tuthill Titanics, with a hump instead of a center-bolt hole, are guaranteed forever against center breakage.



So, when we say, "Write for the Tuthill Service Station Plan" we might just as well say, "Write today and we'll tell you how to make more money. We'll help you establish a service in your shop that will win many more friends and provide good steady profits for you."

Hang up the Titanic Service Station sign to let your customers know that you are prepared to give them Dependable Spring Service.



Titanics for Fords

Titanics for Fords are just as tough as their big brothers. They will stand all sorts of abuse and neglect, yet, because of their careful construction, they actually make a Ford ride smoother. Try them on your next Ford spring job. If your jobber cannot supply you, write us direct.

Write for the Tuthill Service Station Plan TODAY.

TUTHILL SPRING CO.
DEPT. 379, 760 POLK STREET
CHICAGO ILLINOI

TUTHILL
TITANIC



"So Fair to do Business With." Says One Merchant. Another Starts on \$50 Credit

Read What These Successful Merchants Have Accomplished by Handling Fisks.



OKLAHOMA.

In January, 1924, Mr. Neal took the Fisk Franchise. At that time his concern was handling a few tires of another make and their total investment in tires was about \$350. Today they are Fisk exclusive and maintain a tire stock of more than \$4,000.

To quote Mr. Neal—"Tire sales are a profitable part of our business. We like to handle Fisk Tires because The Fisk Company is so fair to do business with, give the quickest possible service and a square deal to all. Also the Fisk Line is complete and best of all, Fisk Tires have the quality."

Ref. No. 28-

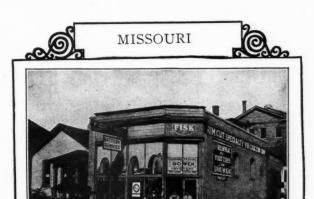
MISSOURI.

Mr. Wheat opened his shop in March, 1918. On a credit of \$50 and a willingness to work he started in. His credit has since been extended to \$2,000.

His business now includes a Battery Department as well as Fisk Tires.

The total amount of business in 1918 was \$1,100. Each year showed an increase and in 1924 he gave us \$4,000 worth. His volume for 1925 was approximately double that of 1924.

Ref. No. 23-



The Fisk Tire Company, Inc. Chicopee Falls Mass.

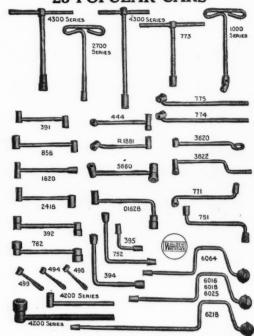






Robert Bosch Magneto Co. Inc. 123 West 64th St., New York, N. Y.

THESE SOCKET WRENCHES WILL SERVICE 25 POPULAR CARS



NEVER BEFORE A JACK LIKE THIS

(Patented 1916, 1921, 1922, Oth-er Patents Pend-ing)



The MASTER SO-LO JACK

The Perfect Balloon-Tire Jack

Low **43/4**"

Lifts easily all the way. High Point 151/2

All Steel Construction. Guaranteed to handle the heaviest passenger cars.

36 inch folding-telescoping handle with combined rigid-universal joint.

Handsome green enamel finish makes it an attentiongetter in the store.

LIST PRICE \$6.00 West of Mississippi \$6.50

SO-LO JACK CO., INC.

Attleboro

Massachusetts

SALES OFFICE

537 Commonwealth Ave. Boston, Mass. Export Agents: American Steel Export Co., Woolworth Bldg.,
New York
If your Jobber is not ready to supply
you, send us his name with your order.

NEW MODEL TIME STAMP **FOLLETT'S**



accounts for every labor minute

Prints the year, month, day, hour, minute, A.M. or P.M. at the exact moment the plunger is pressed—like this, for example:

NOV 19 1920 4 31 PM

Tells when a job is started—and when it is finished. There can be no dispute over the time charge.

Absolutely automatic — except for winding. Every machine guaranteed.

Follett Time Recording Co., 217 High Street, Newark, N. J. "Established Since 1904"



A finger

touch on Ratchet Shifter

gives any one of five adjust-



This Is the Time of the Year to Ask 'Em

"Got Plenty of Patches for Your 5-Minute Vulcanizer?"

All last summer millions of motorists were using Shaler Patch-&-Heat Units to fix their own punctures. They still have the vulcanizer, but most of them have used up the supply of ammunition. That's why this is the time of the year to ask every customer, "Have you plenty of patches for your 5-Minute Vulcanizer?"

Not only will this sell a lot of Patch-&-Heat Units, but if the customer happens to be one of the motorists who does not have a Shaler Vulcanizer the chances are that your question will make a sale.

National Advertising

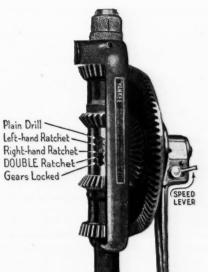
Our big national advertising campaign which begins next month, will teach millions of motorists the usefulness of the simple little Shaler Vulcanizer, and make it so much easier for you to ask the question "Have you plenty of patches for your 5-Minute Vulcanizer?"

Ask Your Jobber's Salesman— Write for New Window Display

C. A. SHALER CO., Waupun, Wis., U.S.A.

World's Headquarters for Tire Repair Equipment





The "Yankee" Ratchet Makes Hard Jobs Easy

All you need with this "Yankee" Drill is space enough to move the crank an inch, to and fro.

When set on DOUBLE Ratchet, any slight movement of crank, whether back or forth, sends drill into work. This saves lost motion and, therefore, lost time.

"Yankee" Ratchet Breast Drill No. 1555

Besides DOUBLE Ratchet, a touch on Ratchet Shifter gives plain Drill, Lefthand Ratchet, Right-hand Ratchet, or Gears Locked.

Two speeds; you can change instantly without removing drill from work. Just shift lever at base of hub.

No. 1555 (Illustrated) 3-jaw; No. 555, 2-jaw. Hold ½ in. drills. No. 1545, 3-jaw; No. 545, 2-jaw. Hold ¾ in. For smaller drilling jobs use "Yankee" Ratchet Hand Drill No. 1530, with five ratchet adjustments.

Some other "Yankee" Tools
Automatic Feed Chain Drills
Automatic Feed Bench Drills
Ratchet Bit Braces
Ratchet Screw-drivers
Ratchet Tap Wrenches
Vises, with Removable Base

Dealers everywhere sell "Yankee" Tools "Yankee" on the tool you buy means the utmost in quality, efficiency and durability

Free Tool Book

Here's a mighty interesting little Tool Book for you. It shows all "Yankee" Tools and their operation. Write for your copy today.

NORTH BROS. MFG. CO., Philadelphia, U. S. A.

YANKEE TOOLS
Thake Better mechanics

ALLEN

Your Bearings Made to Order

Mail us your blueprints and requirements, and we will promptly send you estimates on Angular Contact Radial Bearings, Angular Contact Thrust Bearings, and Thrust Ball Bearings of all kinds.

Our Engineering Department is at your disposal



THE BEARINGS COMPANY OF AMERICA

Western Sales Office 1012 Ford Bldg. Detroit, Mich.



The Book "AIR PROFITS"

Shows how to get more work out of an air compressor. How to use com-pressed air for many pay jobs.

BRUNNER MFG. CO.
UTICA NEW YORK



Transmissions and Clutches



Trucks, Busses Passenger Cars

QUICK SERVICE ON COMPLETE UNITS OR PARTS

BROWN-LIPE GEAR CO

SURACUSE, N. U.



Write for Special Book Garage Front THE KAWNEER CO., 3324 Front St., Niles, Mich.

CUSTOM & BUILT Kissel Motor Car Co., Hartford, Wis.



PROTEX TIRE CHAINS

Absolutely Stop Skid

Protex Chain Co., Inc. Waynesboro, Pa.

Many small horseshoes grip the road and prevent slip. The first scientific anti-skid device.





The Allen Manufacturing Company, Hartford, Conn.





CASOLINE

A gasoline gauge on the Dash. No colors in this issue of Motor Age, Saturday Evening Post, March 20th. tion and proposition to the trade.

KING-SEELEY CORPORATION 298 Second Street, Ann Arbor, Michigan Chicago Branch, 2450 Michigan Blvd.







Automobile and Radio Batteries Write for our interesting dealer proposition.
It means bigger profits for you. The Prest-O-Lite Co., Inc., Indianapolis, Ind.

Tapered ROLLER BEARINGS



UNITED STATES Portable Electric

Built by the oldest maker of Portable Electric Drills in the World.

St. Louis, Mo.

Catalog 105 THE UNITED STATES ELECTRICAL TOOL CO. Cincinnati, Ohio, U. S. A.





Curtis Pneumatic Machinery Co.



CONNEAUT Plastic Metallic Packing

Stops pump shaft leaks immediately and permanently, Molds in the fingers to fit stuffingboxes of any shape or size. Is a repair for the worn shaft and loose bushing. At your jobbers in 1-pound and 5-pound cans; if not, write us.

Conneaut Packing Company,

Mounted ahead of the radiator and operated like a spotlight from the instrument board, the WALDEN Fore-Lite satisfies a need hitherto filled by make-shifts. Universal fittings. Selling fast wherever introduced. Ask your jobber, or write us direct, giving his name.

THE WALDEN FORE-LITE

THE WALDEN CO.

1114 S. Michigan Ave.



NON-EVAPORATING ANTI-FREEZE COMPOUND ONCE EVERY WINTER

One filling protects radiator from freezing all winter long.

BOYCE & VEEDER CO., Inc., Long Island City, N. Y., U.S.A.

HERE is highest radio quality at lowest price. A chance to get permanent distribution for complete Delano line.

The Delano Sheraton sells for \$75—has builtin Delano loud speaker—5 tubes—special
Delano hook-up and mahogany cabinet that
completely encloses entire set. Wire or mail

DELANO RADIO

FREDERICKS Rewinding Service

New Rewind Profits—See announcement every 4th week. Write now for price list. The H. M. Fredericks Co., Lock Haven, Pa.

"Made to Blue Print"

guarantees to the Replacement Trade the same high standard of Quality and Accuracy de-manded by the car manufacturer.

The Fostoria Screw Co., Fostoria, Ohio

"As Silent as a Shadow"

Quincy Compressors Quincy, Illinois

J-538

To beat the water meter-

WATER SAVING DEVICES

Sales Office A. K. TROUT CO., Inc. 342 Madison Ave.. New York, N. Y.

GAYLORD MFG. CO. Paterson. N. J.



They Won't Come Back

Those jobs won't come back showing oil passing, compression loss and crank-case dilution if you use a Hall Hone. The Hall makes cylinders both round and parallel. Ask your jobber.

THE HALL MFG. COMPANY
503 Hall Bldg., 1600-06 Woodland Ave.
Toledo, Ohio



More **Power** Fuel

Zenith - Detroit Corporation, Detroit, Mich.



FROM THICK TO THIN DOWN TO THE LAST PLY IT HOLDS



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HOUSE OF A MILLION AUTO PARTS

The largest stock of new and used car and truck parts in the world. We have everything. Always mention model and serial number is order. Write us. All inquiries answered promptly.

DOUGLAS AUTO PARTS CO., INC. 2003-5-7-9 South State St., Chicago, Ill.

AUTO PARTS

SAVES 50% TO 75% ON ALL CARS and Used Gears—Springs and Axles—Cylinder Motors—Rear Systems, etc. Wire or Write

INDIANA AUTO PARTS CO. 608-10 N. CAPITOL AVE., INDIANAPOLIS, IND. LARGEST CAR WRECKERS IN INDIANA

PATENTS & PATENT ATTORNEYS

Attorney-at-Law and Solicitor of Patents C. L. PARKER

Formerly Member Examining Corps, United States Patent Office

American and foreign Patents secured. Searches made to determine patentability and validity. Patent suits conducted. Pamphlet of instruction sent upon request.

McGill Building, WASHINGTON, D. C.

May 6, 1926 will be the date of the SALES AND SERVICE REFERENCE NUMBER

MOTOR AGE

BUSINESS OPPORTUNITIES

EXCEPTIONAL OPPORTUNITY. A WELL ESTABLISHED TUBULAR BUMPER BUSINESS FOR SALE, INCLUDING ALL STOCK, PATTERNS AND PATTENT RIGHTS. A wonderful money making proposition for the right man. Good reason for selling. Must be seen to appreciate this opportunity. Box 555, Norristown, Pa.

FOR SALE—Automobile Agency and General Garage Business. Town of Bloomsburg, Car agency one of the finest. Business established and all plans and prospects well prepared for this season. Owner must make change very soon. Address Post Office Box No. 45, Bloomsburg, Penna.

GARAGE EQUIPMENT

FOR SALE—K. R. Wilson reboring, rebabbitting machine with all equipment. Will sell cheap for cash. Ridgefield Garage, Ridgefield, Conn.

Kawr

Key !

King-

Lupte

Malle McQu Mode Moto Multi

Nash

Natio

Norl

Nort

Pack

Pres Prot

Quir



That spring "overhaul" rush is about due. Check up that connecting rod stock and play "safety-first."



Watkins rods are rebabbitted and rebuilt to car manufacturers' specifications at the following plants:

HOME OFFICE: Wichita, Kansas

NEW YORK
33 W. 60th St.
PORTLAND
14th & Everett St.
INDIANAPOLIS
19 W. South St.
LOS ANGELES
1007 E. 9th St.
ST. LOUIS
4216 W. Easton Ave.
DENVER
1818 Blake

HARTFORD
28 High St.

OMAHA
1006 Douglas St.

MEMPHIS
278 Washington St.

CLEVELAND
5109 Euclid Ave.

CHICAGO
61 E. 24th St.

WASHINGTON
1322 14th St., N. W.

TOLEDO
1942 Putnam St.
TORONTO, CAN.
122 Adelaide St. W.
WATERLOO
N. E. East 4th St.
SEATTLE
725 E. Pine St.
SYRACUSE
211 Wyoming St.
PITTSBURGH
5706 Harvard St. E.

Authorized exclusively by the Buick Motor Company to rebabbitt and rebuild Buick Rods.



The Advertisers' Index is published as a convenience and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

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IN like a lamb-OUT like a *LION*!

What's the difference between the month of March and a Primax installation? That's easy! March sometimes comes in like a lamb and goes out like a lion, but the car that comes in for a Primax always goes out roarin' with power!

It takes a miracle to turn a lamb into the King of Beasts—but only about ten minutes for you to turn sheepish-acting cars into "lions" that leap off at the first crack of the starter to eat up the roads. Just remove their spark coils and put on Primax. One unit for all jobs. Thordarson guarantees every Primax for life of car.

"Fastest selling, best money-making ignition specialty on the map," say dealers everywhere. "Unchain" that meek-looking coupon below for a lion's-share-of-the-profits proposition!



THORDARSON ELECTRIC MANUFACTURING CO.
Triansformer specialists since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Chicago, U.S.A.

MAIL THIS COUPON NOW!

THORDARSON ELECTRIC MFG. CO., 500 W. Huron St., Chicago, Ill.

Send complete sales information and net trade prices on Primax Ignition Transformers.

Name

AddressA



THE ENTIRE LINE UNIVERSALLY APPROVED!

G-H TENSION RINGS



The G-H Tension Ring, as its name implies, is a tension ring—not merely an inner ring or a shim. It is made from the highest grade alloy steel obtainable and tempered in oil by our own special process. Experienced Motor Mechanics prefer them because they can be relied upon to cure piston and piston ring troubles—and keep them cured.

An attractive Counter Carton containing 300 G-H Tension Rings is put up for the convenience of the dealer and garage-

G-H PISTON PIN RETAINING SPRINGS



The only complete line of Piston Pin Retaining Springs on the market. These springs are made to the exact specifications of the original factory equipment. Live dealers and garagemen find G-H Piston Pin Retaining Springs a real business builder.

100 of each of our numbers 1 to 30 are packed in this attractive Counter Salesman.

G-H BRAKE SPRINGS

Here is what one of the largest Brake Lining manufacturers has to say regarding G-H Brake Springs: "This is a very timely replacement part, particularly for those of us who are interested in Brake Band Lining, inasmuch as so often the Brake Band Lining gets the blame for a mechanical defect of the brake. We heartily endorse the recommendation of the G-H people that—WHEN RELINING BRAKES USE NEW BRAKE SPRINGS."

A special assortment of 270 G-H Brake Springs for the garageman and Brake Lining Service Station is packed in an attractive Counter Display Carton.



G-H VALVE SPRINGS

This is a fast moving line that is a source of satisfaction and profit to the dealer and garageman. The better class of repairmen now realize the many advantages of replacing old, brittle, annealed valve springs with new ones each time the valves are reground or new valves installed.

The assortment contains 144 Valve Springs of different sizes to fit the leading makes of cars.



All G-H Products are manufactured to the highest standards, priced to meet competition and they show a liberal profit.

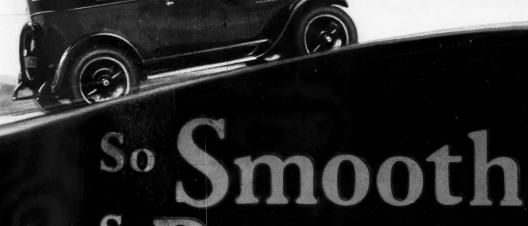
Get prices from your Jobber or write direct for discounts.

G-H TENSION RING COMPANY, Inc.

8 East Mount Royal Avenue BALTIMORE, MARYLAND



for Economical Transportation



so Powerful

By virtue of its engineering refinements, the Improved Chevrolet offers an entirely new delight to Chevrolet buyers: marvelous smoothness at every speed in addition to Chevrolet's famous power.

Coupled with new low prices, this amazing performance improvement has brought about sales amounting to over 20,000 more cars than were sold during the corresponding period of 1925.

Everywhere dealers are finding it easier to arrange demonstrations—and easier to turn demonstrations into sales.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

All Prices f. o. b. Flint, Michigan

Ton Truck

Sedan -

Landau · · · ½ Ton Truck

\$510 510

645

645 735 765

QUALITY AT LOW COST



The greatest wheel business in the world, reared upon the greatest contributions to automotive progress in wheels and related science

MOTOR WHEEL CORPORATION, LANSING, MICHIGAN WOOD WHEELS, DISTEEL WHEELS, TUARG WHEELS, SPOKSTEEL WHEELS, STAMPINGS

Motor Wheel Products